

MAY 15

VOGUE

What
can make
you
beautiful



For an Enjoyable Occasion...
or Occasional Enjoyment

"Pick Piper for Pleasure."

Throughout the world,

PIPER-HEIDSIECK is regarded as the
outstanding French Champagne.



And for "the Crowning Touch
to a Perfect Dinner,"
make it the world-renowned cordial,
COINTREAU LIQUEUR.

Choose RÉMY MARTIN,
the magnificent Cognac Brandy,
"Beyond Question
the Finest"...

REMY MARTIN 80 PROOF • RENFIELD IMPORTERS, LTD., NEW YORK, N.Y. • COINTREAU 80 PROOF
COINTREAU PRODUCED AND BOTTLED BY COINTREAU LTD., PENNINGTON, N.J.

BLUE
CHIPS
by
RENFIELD



Barbizon's **No-Iron** *Zephaire* Batiste*

(*Blend of DACRON-COTTON-NYLON)

Femininity without Fuss!

Beauty without Bother!

It's yours to enjoy in Barbizon's

wondrous Zephaire*. Opaque—

comfortable — almost

takes care of itself.

"Rio", shadowproof,
panel slip, about \$6.

"Petti-Vamp", with
Nylon net lining,
about \$9.

Choose others, too,
at leading stores
everywhere.



THE BARBIZON CORPORATION • 475 Fifth Avenue, New York 17, New York

AMERICAN VOGUE**JESSICA DAVES**

Editor-in-Chief

ALEXANDER LIBERMAN

Art Director

Senior Editors:

ALLENE TALMEY, Feature Editor

PRISCILLA PECK, Art Editor

MARGARET CASE

ELLEN McCOOLE, Copy Editor

Managing Editor:

CAROL PHILLIPS

Fashion Editors:

NICOLAS DE GUNZBURG

CATHERINE McMANUS

BABS SIMPSON

KATHRYNE HAYS

MARGARET INGERSOLL

SHEILA KILGORE

DENISE LAWSON-JOHNSTON

DESPINA MESSINESI

BETTY RHINEHART

RUTH SUBLLETTE

GRACE MIRABELLA, Shop Hound

ELEANORE PHILLIPS, Los Angeles

SUSAN TRAIN, Paris

Executive Editor:

MILDRED MORTON

Beauty Editor:

BABS LEE

VIVIENNE SARTELL

Copy Associates:

MAB WILSON

LYDIA McCLEAN

Feature Associates:

ROSEMARY BLACKMON

MARY ROBLEE

Hostess Editor:

ALISON BISGOOD

Contributing Editors:

MILICENT FENWICK

THOMAS W. PHIPPS

EVELYN CLARK

Copy Executive:

JEANNE BALLOT

Layout:

MARCEL GUILLÂUME

JACK MOGNAZ

G. WOODFORD PRATT

Merchandising Service:

DOROTHY PARK, MARY JANE POOL

CATHERINE GRAVETT

Men's Merchandising Editor:

ARTHUR TODD

Advertising Director:

HAROLD B. HOLTZ

Advertising Manager:

WILLIAM C. STOWELL

BRITISH VOGUE

37 Golden Square, London W. 1.

Editor: Audrey Withers

Managing Director: Harry W. Yoxall

FRENCH VOGUE

4 Place du Palais Bourbon, Paris 7

Editorial Director: Michel De Brunhoff

Editor: Edmonde Charles-Roux

Ass't to Publisher: Henry Bertrand

VOGUE IS PUBLISHED BY THE**CONDÉ NAST PUBLICATIONS INC.**

Editorial and Advertising Offices

420 Lexington Ave., New York 17, N.Y.

Telephone—LEXington 2-7500

Edna Woolman Chase, Editor Emeritus

I. S. V. Patcavitch, President

Frank F. Soule, Vice Pres. and Adv. Dir.

Benjamin Bogin, Vice Pres. and Treasurer

Mary E. Campbell, Secretary

Perry L. Ruston, Business Mgr.

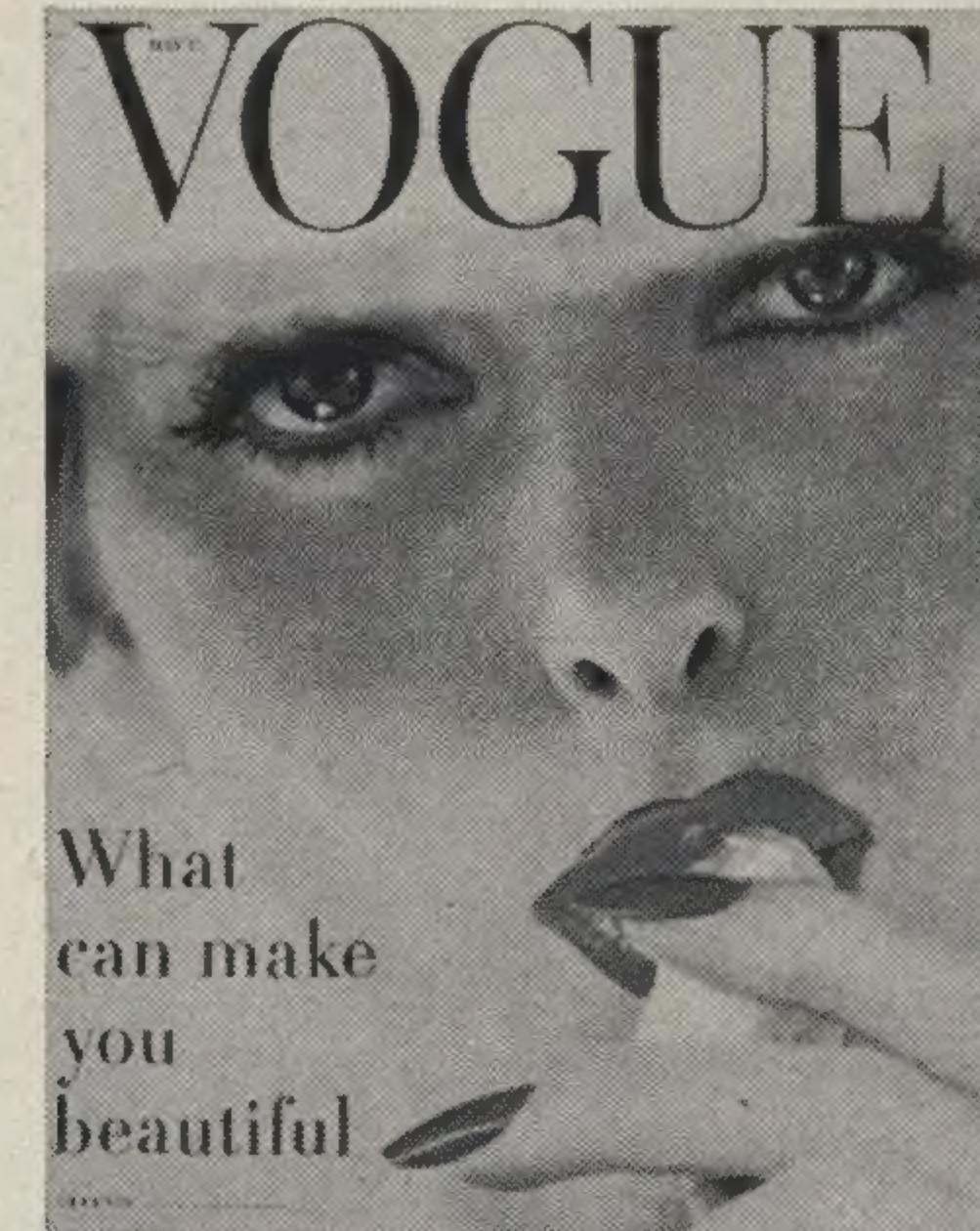
COPYRIGHT 1954, THE CONDÉ NAST PUBLICATIONS INC. THE ENTIRE CONTENTS OF VOGUE INCORPORATING VANITY FAIR—TEXT AND ILLUSTRATIONS—ARE PROTECTED BY COPYRIGHT IN THE UNITED STATES AND COUNTRIES SIGNATORY TO THE BERN CONVENTION AND THE PAN AMERICAN CONVENTION. ALL RIGHTS RESERVED. TITLE VOGUE INCORPORATING VANITY FAIR REGISTERED IN U.S. PATENT OFFICE. VOGUE IS PUBLISHED SEMI-MONTHLY EXCEPT FOR THE MONTHS OF JANUARY, JUNE, JULY, AND DECEMBER, WHEN IT IS PUBLISHED MONTHLY, BY THE CONDÉ NAST PUBLICATIONS INC. [ALSO PUBLISHERS OF BRITISH VOGUE, FRENCH VOGUE, HOUSE & GARDEN, BRITISH HOUSE & GARDEN, FRENCH HOUSE & GARDEN, GLAMOUR, VOGUE PATTERN BOOK.] EDITORIAL AND ADVERTISING OFFICES: 420 LEXINGTON AVENUE, NEW YORK 17, N.Y. EXECUTIVE AND PUBLISHING OFFICES: GREENWICH, CONN. ENTERED AS SECOND-CLASS MATTER AT THE POST OFFICE AT GREENWICH, CONNECTICUT, UNDER THE ACT OF MARCH 3, 1879. SUBSCRIPTIONS \$7.50 A YEAR, \$12 FOR TWO YEARS, \$17 FOR THREE YEARS, PAYABLE IN ADVANCE. TO POINTS OUTSIDE CANADA, U.S.A., AND POSSESSIONS, \$15 PER YEAR. SINGLE COPIES FIFTY CENTS IN U.S. AND CANADA, \$1 IN ALL OTHER COUNTRIES. FOUR WEEKS ARE REQUIRED FOR CHANGE OF ADDRESS. IN ORDERING A CHANGE, WRITE TO VOGUE, GREENWICH, CONNECTICUT; GIVE BOTH NEW AND OLD ADDRESS AS PRINTED ON LAST WRAPPER.

VOGUE

INCORPORATING VANITY FAIR

There are three Vogues: American, French, British

I. S. V.-PATCÉVITCH Publisher

MAY 15, 1956**COVER**

Portrait of a
Girl Eating an Orange:
it's here purely and simply for beauty—
which is what this issue's all about.

BEAUTY

- 29 Vogue's eye view of beauty now—yes or no
- 30 Beauty today—for the woman who wants it
- 32 What can make you beautiful. News bulletin on beauty; camera on beauty—three photographic studies by Penn
- 40 New beauty-makers: the milliner coiffure and the chiffon blouse
- 44 Is spot reducing possible? Vogue's Diet Authority discussion
- 101 Young cuts under new management—coiffures

FASHION

- 46 Two smart women's choices from Balenciaga
- 56 Summer dress news, starting with black
- 60 Colour news: clover pinks and greens
- 62 Most fashion dash: city whites
- 64 Ice-floe prints, chiffon for summer evenings
- 66 Summer coats—coming in very well dressed
- 74 Young party goers: children's clothes
- 78 The new beach dressing—more so, now
- 80 New beach dressing: suits and hats
- 82 Paris flowers in new Vogue Pattern envelopes
- 84 Make-up tricks: new blouses
- 86 The young and beautiful—in white
- 90 Shoe news: summer cross section

IN VOGUE FOR MEN

- 76 Shirting jackets: the men's news

FEATURES • ARTICLES • PEOPLE

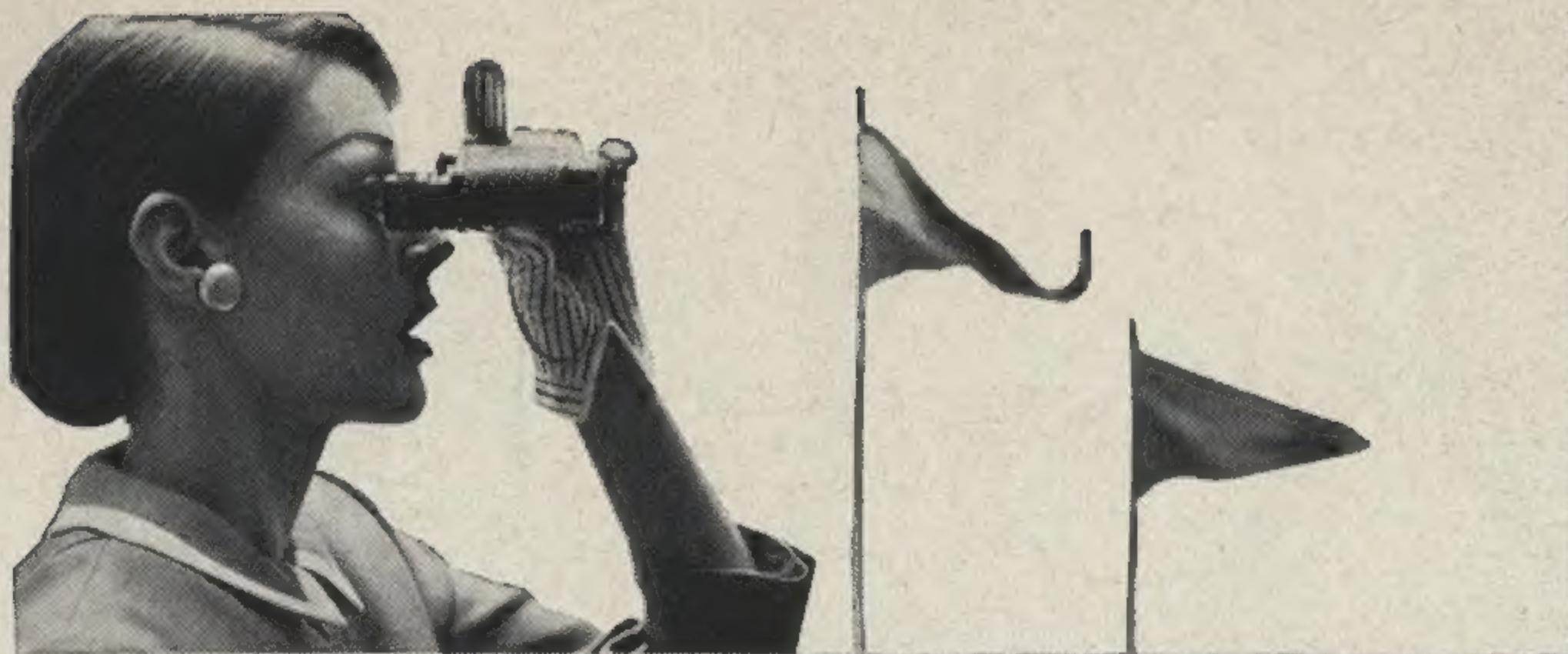
- 21 Gossipy Memo: Canadian Address Book
- 46 Mrs. Patrick Guinness; Mrs. E. Haring Chandor
- 48 "Bit by a Skunk." By David Daiches
- 50 Masters Stimulated by Masters: 18 Masterpieces
- 52 Pinito del Oro, Queen of the Circus Trapeze
- 54 People Are Talking About . . .
- 54 René Bouché sketches: Sammy Davis, Jr.; "Offenbach" ballet
- 68 "The Man Who Tushed Away Earls." By Geoffrey Willans

ENTERTAINING • THE HOUSE

- 38 The new Cashmere towelling
- 70 New condition for white in decorating—air-conditioning

DEPARTMENTS

- 16 Vogue's School and Camp Directory
- 24 Shop Hound



PUNCHED PIGSKIN is off to the races

—and every other lively place
summer takes you! Grainy-soft pigskin polka-dotted
with airy openings
in a limber flat, a walking pump . . .
both summed up in a mere,
6½ ounces of go-everywhere,
do-everything fashion.

most styles \$15.95 and \$17.95



For name of your nearest dealer write: The Florsheim Shoe Company, Chicago 6, Illinois

"My face never felt so clean!"

My skin never looked so clear!"



© REVOLON, INC. 1956

Your skin is 5 layers deep* and only *Revlon's new 'clean AND clear'* reaches all 5 cell-layers

*See "skin" in your Encyclopedia

HERE'S THE FIRST cleansing method that reaches all five of the skin's cell-layers. Soaps and creams clean only the top cell-layer. Revlon's new 'Clean and Clear' — the deep, deep cleansing liquid — is

MILDER THAN CREAM, but greaseless! See how dirt, heavy makeup, even indelible lipstick are softened, then lifted out, leaving your skin glowing, dewy-fresh as *never* before! Try it tonight! 1.25 plus tax.

The deep, deep cleansing liquid! Lifts out makeup that soaps and creams leave behind!



Massage into your skin until it turns into a WHITE cream. As you cream old makeup OUT you're massaging skin-normalizers IN. Contains no drying soap or detergent. Tissue off — or use a damp washcloth.



You're in
beautiful
shape for
summer's
fun in

SEA B's

DESIGNER SWIMSUITS

...the only swimsuits in the
world with the miracle
fit of the inflatable

MOLDA BRA

THE MANDARIN:

Faille Lastex
sheath with slit
top and skirt,
ribbon accented.
White with black,
black with white, grotto
blue with white, red with
white, maize with black.
Sizes 32-40. About 18.00.

THE TUCKED SHEATH:

Faille Lastex tucked
and stitched with
telling effect! In
Italian turquoise,
Monaco pink,
grotto blue, lilac,
black, white.
Sizes 32-40.
About 18.00.

At these fine stores:

Boston, Mass. Filene's, Brooklyn, N. Y.
Namm-Loeser's, Hartford, Conn. G. Fox,
Haverhill, Mass. Grad's, Houston, Tex.
Palais Royal, Miami, Fla. Morris Bros.,
Miami Beach, Fla. Goodman's, New York
City. B. Altman & Co., Oklahoma City
Street's, Salem, Mass. Empire Clothing

For store nearest you, write
SEA B'S, INC., 1410 BROADWAY, N.Y.



Fashion synonym: chiffon

Chiffon is probably the
fabric of the year—here,
it lends its airy fashion
to summer separates.

Above: Call it a shirt
and skirt (it is), or call
it a delicious dinner dress—
black-dotted champagne
silk chiffon. Shirt, \$35;
skirt, \$60. Both, by
Leonard Levy. Bonwit Teller.
Right: This is the pleated
chiffon beauty we show on
page 42—now jacketing
a white silk shantung sheath,
for summer weddings or
little evenings. Costume,
by Dorothy Dickerson, in
Bianchini silks. Blouse, \$80;
dress, \$70. Both, at
Bergdorf Goodman.





Darly Goodstein



... sugar whites

Your money's worth of high fashion in summer... beauty in calf with its gently tapered toe, graceful heel, high or mid-high.

Shoes Illustrated **\$8.95**

Other styles \$6.95 to \$11.95
Higher Denver West

the latest from

Life Stride

the young point of view in shoes

Life Stride Division, Brown Shoe Company, St. Louis





From this Beauty Bar you emerge—your individual beauty fully realized. As the Charles of the Ritz Consultant hand-blends face powder to your order, she charts a program of skin-care for you and you alone. At your favorite department store.

Face powder, \$1.25, \$2.50, \$3.50 plus tax.

Charles of the Ritz



CAPTIVATING . . . and it's Disciplined, too

Dress about \$25

Anne Fogarty DESIGN IN  *Bates* DISCIPLINED® FABRIC

BATES FABRICS, INC., 112 WEST 34TH STREET, NEW YORK 1

Town & Country Shoes

CONTINENTAL



Totally New... Spectators 1956

OUTING

Town & Country Shoes

Out of the Famous
Red Shoe Box
comes

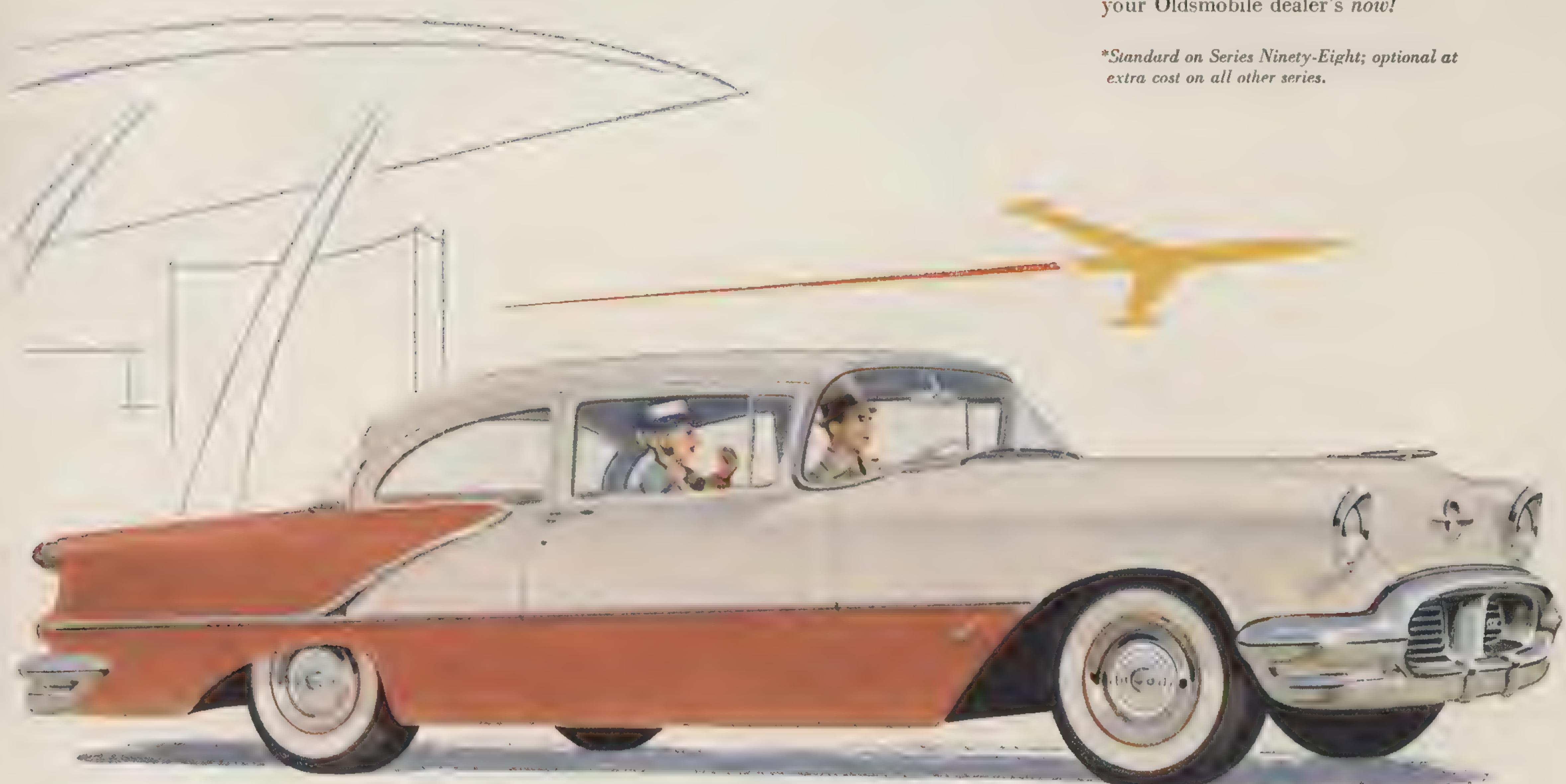
America's Best
Fashion Shoe
Value,

8.95 TO 11.95 THE PAIR

MATCHING BAGS,
5.00 TO 11.95 PLUS TAX

WRITE US FOR STORE NEAREST YOU,
TOWN & COUNTRY SHOES,
EMPIRE STATE BUILDING, NEW YORK 1

Lowest Priced Rocket!



There's an unmistakable *feel* to an Oldsmobile . . . from the feeling of importance when you own it . . . to the wonderful feeling of flying when you drive it.

Outside, the styling leadership of the functional "Intagrille"—actually two bumpers in one—and its nearly 17 feet of overall beauty tell you this is *big-car luxury!*

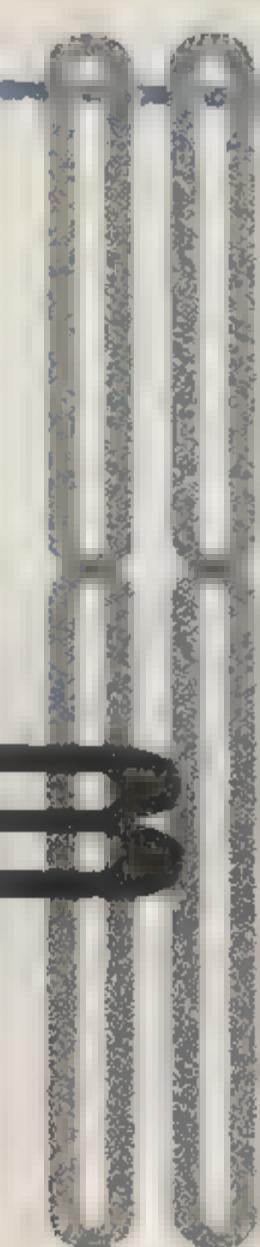
Inside, there's room to spare . . . real comfort for a couple or a carload. And you're riding in high style.

This Oldsmobile "88" delivers a big difference in performance, too, with a 230 h.p., 9.25 to 1 compression Rocket Engine. You can even have the double-fluid-coupling smoothness of Jetaway Hydra-Matic* if you desire.

The price . . . *right down with many models in the low-price field!* See this Rocket "88" at your Oldsmobile dealer's now!

*Standard on Series Ninety-Eight; optional at extra cost on all other series.

OLDSMOBILE



THE COLOR THAT KEEPS ITS PROMISE

CELAPERM^{*}
THE ACETATE YARN WITH THE "SEALED-IN" COLOR



THESE ARE the wonderfully glowing suits that *stay* colorful all summer. The reason is Celaperm, the Celanese acetate yarn with all its color actually *sealed* inside the yarn itself. The Celaperm color can't possibly run or streak—it just keeps its loveliness on and on.

CELAPERM AND ELASTICIZED COTTON FABRIC BY ROSENSTEIN, SUITS BY COLE OF CALIFORNIA. Left, suit in white or black with multicolor stripes. Right, suit in silvery blue or pink. Both in sizes 10 to 18. Each about \$25 at Gimbels, New York; Bullock's Downtown, Los Angeles; Goodman's, Miami.

*Reg. U. S. Pat. Off.

Celanese

CORPORATION OF AMERICA, NEW YORK 16, N. Y.

Scoring the Most Hits...



the British-loomed blend
of Imported Angora Mohair
and Australian Worsted

\$59.50

"THE ARISTOCRAT



OF SUMMER SUITS"

EXCLUSIVELY BY L. GREIF & BRO. INC., BALTIMORE, MARYLAND

cool white sweaters

soft-toe pumps with the famous Naturalizer fit



Now the soft cling of the
sweater top line combined
with our supple white calf.
Why not treat your summer
wardrobe to a pair today.

Shoes Illustrated

\$10⁹⁵

Other styles \$8.95 to \$12.95
Higher Denver West and Canada



Naturalizer Division, Brown
Shoe Company, St. Louis. Also
manufactured in Canada by
Perth Shoe Company, Ltd.,
Perth, Ontario.

Naturalizer®

The shoe with the beautiful fit

Debbie comes out



A nice girl but not glamorous, until...

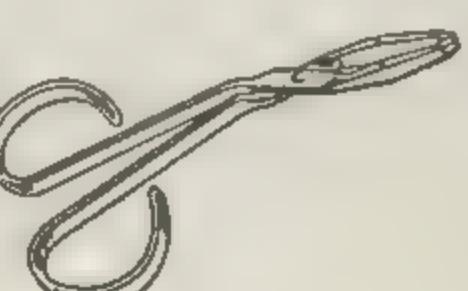
First, she darkens and silkens colorless lashes and brows with a touch of rich KURLENE eyelash cream every night.

KURLENE®
tube 50c* jar \$1.00*
*plus tax



Second, Debbie shapes uneven eyebrows. With gentle TWISSORS, the only tweezers with scissor handles, she plucks wayward hairs from under brows. (New coif flatters eyes and face.)

TWISSORS® 75c



Third, Debbie's undramatic eyes become bright, sparkling. She uses KURLASH eyelash curler to give a bewitching curve to her lashes... new beauty to her eyes.

KURLASH® \$1.00



See what Debbie's eye beauty plan can do for you! KURLASH products at your local department, drug or variety store.

The **Kurlash®**
Company, Inc., Rochester 4, N.Y.
(Also available in Canada)

VOGUE'S SCHOOL & CAMP DIRECTORY

For advice: write Vogue's School & Camp Bureau,
420 Lexington Ave., N.Y. 17, or call LE 2-7500

Summer School

BANFF SCHOOL OF FINE ARTS

IN THE CANADIAN ROCKIES
24th Annual Session—June 18th to Sept. 8th, 1956.
Painting, Music, Drama, Ballet, Handicrafts, Creative Writing, Oral French, Photography, & Interior Decoration.
Write: Director, Banff, Alberta.

Horsemanship

MEADOWMAR SCHOOL

OF RIDING, INC.
Courses in horsemanship for children ages 6-18. Beginners & advanced. Residential, 1 to 4 mos. & week ends. Swimming, tennis. Mr. & Mrs. H. R. Maher, Watch Hill Road, Peekskill, N.Y. Peekskill 7-4010.

Boys' & Girls' Camps

INDIANACRES-FORESTACRES

Separate camps 2 mi. apart in the White Mts. 32 years of Nation-wide Prestige. All sports & arts. Finest facilities. Golf, trips, riding & ranchlife. "Teen-age Colony." Dr. & Mrs. A. Krasker, Dir., 1100 Park Avenue, New York 28. TR 6-5861.

Girls' Camps

PENKO

WINTHROP, MAINE
Seventy-five girls 6-16. Horseback riding and water sports. Modern camp homes. Numerous trips. Many electives. Address: Mr. & Mrs. F. V. Penley, Directors, 76 Newport Ave., West Hartford, Connecticut.

OGONTZ WHITE MT. CAMP

In New Hampshire. Girls 6-18. 750 acres on mountain lake. Rustic cabins. Swimming, sailing, canoeing, aquaplaning; farm & trail riding; tennis, hockey, golf; art, crafts, music, dramatics. Trips. Abby A. Sutherland, Box 300, Ogontz Center, Pa.

FOUR-WAY LODGE

On Torch Lake, Mich. Girls 7-18. 4 groups. Mature leadership. Riding in fee. Sailing. Wide choice land, water sports. Music, crafts, trips. Modern equipment. Brother camp, Fairwood. Catalog. Mrs. M. V. Eder, Owner-Dir., 5699 Belmont Ave., Cincinnati 24, Ohio.

Special Camp

KOLBURNE

The Camp and Summer Session for children with learning and emotional problems. Coed. 5-14. Effective therapy integrated with a complete and happy camp program. Highly trained prof. staff. 1 hr. N.Y.C. L. L. Kolburne, Dir. Norwalk, Conn. Victor 7-4266

Coeducational School

CHADWICK SCHOOL

ROLLING HILLS, CALIFORNIA
Coed, Country Day & Boarding. On Palos Verdes Peninsula, near Los Angeles. Grades 1-12, accredited. Member Calif. Assn. Independent Schools. Summer Sch. Com. & Mrs. Joseph H. Chadwick, Directors.

Boys' School

ST. LEO COLLEGE PREP

Founded 1890 by Order of St. Benedict. Grades 7-12. Accredited. Emphasis on Christian ideals, high academic standards. Ideally situated. Remedial reading. Varsity, intramural sports, band, rifle club. Write Rev. Stephen Herrmann, OSB, Box V, St. Leo, Fla.

Girls' Schools

LINDEN HALL

Junior College and School for Girls. Cultural and Vocational. Music, Home Economics. Secretarial Studies. Art, Dramatic Art. Preparatory and General Courses. All Sports. Riding, Pool. Moderate Tuition. Byron K. Horne, D.D., Box 95, Lititz, Pennsylvania.

KENT PLACE SCHOOL

Since 1894 a school of distinctive purpose—to graduate alert, poised girls, well-trained in every respect for college life. Spacious campus 20 miles from NYC offers country and cosmopolitan living. All activities. Florence V. Wolfe, B.A., M.A., Hdm., Summit, N.J.

Remedial Reading

COLLEGE SKILLS CENTER

How To Study—Scientific Course. Improve Reading & Study Skills for School, Job. Prepare for College Boards. Day, Eve., Sat. Intensive 2-Week Summer Courses. Catalog V. 381 Fourth Ave., N.Y. 16, MU 5-5817; in Pittsburgh, Carlton House.

College

SAINT MARY'S COLLEGE

Accredited. 4 years. B.A., B.Mus., B.S. degrees. Liberal Arts; Home Economics; Nursing; Teaching; Commerce; Music, Sports, social activities. Graduate dept. of sacred theology. Sisters of the Holy Cross. Est. 1844. Catalog: Box T, Notre Dame, Ind.

Fine & Applied Arts

NEW YORK SCHOOL OF INTERIOR DESIGN

SUMMER SESSION

SIX WEEKS' PRACTICAL COURSE

Starts July 9th. Faculty of leading decorators. Period and modern styles. Send for Catalog S. Home Study Course starts at once. For those who cannot come to New York. Send for Catalog C 29 East 72nd St., New York 21, N.Y.

TRAPHAGEN SCHOOL OF FASHION FOR RESULTS

Training Here Pays Lifetime Dividends

Trade Methods in Minimum Time—Coed

ART DESIGN CLOTHING CONSTRUCTION INT. DECOR

Beginners & Advanced, Day, Eve., Sat. Register Now!

Illustration, Sketch, Pattern, Dressmaking, Display.

Our Graduates in Demand! Junior Sat. A.M. Class.

Free Placement Bur. Send for Cir. I. Phone CO 5-2077.

TRAPHAGEN, 1680 Broadway (52d St.) N.Y. 19

**THE INSTITUTE
OF CHICAGO**
Summer School. Fine Arts, Advertising Design, Dress Design. Degrees. Term begins June 25, 1956.

Catalog. Box 227, Michigan at Adams, Chicago 3

Dress Design

for professional or personal use, including pattern-making and dressmaking. Individualized training, individual advancement, coeducational, attractive residence on lake drive for out-of-town girls. Credit applicable to college degree. Entrance 1st Monday each month. Write Registrar, Room 925.

RAY-VOGUE SCHOOLS

750 N. MICHIGAN AVE., CHICAGO

(No connection with Vogue Magazine)

Nursing Education

ST. LUKE'S HOSPITAL

SCHOOL OF NURSING
Nationally accredited 3-year program in basic professional nursing. Classes enter in September. Write to: Registrar, Box E, 419 W. 114 St., N.Y. 25, N.Y.

Retailing

CHAMBERLAIN

A PROFESSIONAL SCHOOL OF RETAILING
Merchandising, promotion, personnel, fashion copy display. Thorough 2-year course for college age girls. Training in Boston stores. Residence clubs. Muriel V. Cox, 90 Marlborough St., Boston 16, Mass.

RAY-VOGUE SCHOOLS

750 NORTH MICHIGAN AVENUE, CHICAGO 11
Write Registrar, Rm. 205. Intensive 1 year course
Fashion Merchandising incl. Buying, Modeling, Selling
in stores Saturday with pay. Attractive dormitory
for girls. (No connection with Vogue Magazine.)

Drama, Radio, Television

NATIONAL ACADEMY OF

BROADCASTING • RADIO, TV
Announcing, Acting, Writing, Producing! Many jobs now! 45 weeks' training. New term starts Oct. 1. 3338 Sixteenth St., N.W., Washington, D.C.

Home Study

INTERIOR DECORATION

Approved supervised home study training. Fine starting point for career. No classes. No wasted time. Text and work kit furnished. Diploma awarded. Send for free booklet. Chicago School of Interior Decoration, 835 Diversey Pkwy., Dept. 3385, Chicago 14, Ill.

DRESS DESIGNING

Approved supervised home study training. Fine starting point for career. No classes. Text and work kit furnished. Low tuition & payments. Send for free booklet. National School of Dress Design, 835 Diversey Parkway, Dept. 3385, Chicago, Illinois.

Secretarial & Business

NEW YORK BUSINESS SCHOOL

A Select Secretarial School

Begin Any Time **Individual Instruction**
Business Administration, Secretarial, Accounting, Stenographic (Medical & Legal), Business Machines, Typewriting, Foreign Shorthand and Languages, Review Courses. Day and Eve. Placement. Catalog. Coeducational. Approved for Foreign Students.

Special Summer Session—Shorthand & Typewriting
11 West 42nd Street, N.Y. 36 WI 7-9757-58

- Directors of travel groups, summer camps and schools listed here will gladly send you complete details about their programs. If you would like a wider choice, write for Vogue's Directory of Camps, Summer Schools, Trips for 1956.
- For special help and additional suggestions, please get in touch with us by letter—or telephone.

VOGUE'S SCHOOL & CAMP BUREAU

420 Lexington Avenue

New York 17, N.Y.

LEXington 2-7500

VOGUE incorporating Vanity Fair

if you're rich...

Look to Hollywood V-ette for support...in the style to which you should become accustomed. If yours is the true fuller figure, have the exact fit of wonder-wired NU-VU (left). It firmly moulds you, gives the marvelous ease of foam padded shoulder straps. C D cups, 8.95. If you have a smaller figure, but wear a deep cup, DEFINITELY YOURS LONGLINE (right) gives definition, shapes you with separate, padded wires under each Whirlpool® cup. D cup, 10.95. B and C, 10.00

HOLLYWOOD MAXWELL

V-ette®

THE WIZARD OF BRAS



For your free folio, "A Bra for Every Fashion," write: Hollywood-Maxwell Co., Dept. 12, Box 2351, Hollywood 28, California

the fashion
for
a beautiful skin

the even tone
—how to attain it naturally

Weathered areas and brown spots on the surface of your hands, face, or neck tell the world you are getting old perhaps before you really are. And—until these blemishes go, you cannot achieve that even skin tone so necessary with bare summer fashions. Now you can fade them away with a remarkable new cream called ESOTERICA that breaks up masses and shadows of unwanted pigment, making skin look even in tone and young again. Not a cover-up. Acts in the skin as well as on it. ESOTERICA is fragrant and greaseless. It softens, lubricates, moistens your skin.

Marvelous hand cream and invisible foundation. For classic beauty—breath-taking beauty—whether you prefer sun-tan or ivory white skin—attain the "even tone" with Esoterica. You look so much younger! 3 Mo. supply \$2. plus tax. 7 Mo. supply \$4. plus tax. Sorry, only \$4. size available by mail.



SEVENTH GRAND AND HOPE
LOS ANGELES 17, CALIFORNIA

J.W. Robinson
CALIFORNIA

Please send me ____ jars of ESOTERICA at \$4.00 plus tax on guarantee of amazing results or money back. For California delivery add 4% state tax plus 40¢ shipping charges. For deliveries outside of California add 60¢ shipping charge only.

NAME _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____



suit by Smartee

Which Glasses do I need?



It all depends on your seeing habits.

Certainly, your eyes are on the go all day long, and often far into the night. What with cooking, shopping, sewing, reading, television, perhaps helping the children with their homework—there are a hundred-and-one seeing jobs every hour.

If you are not to feel tired out, frustrated and jumpy, then your vision must be kept clear and strain-free.

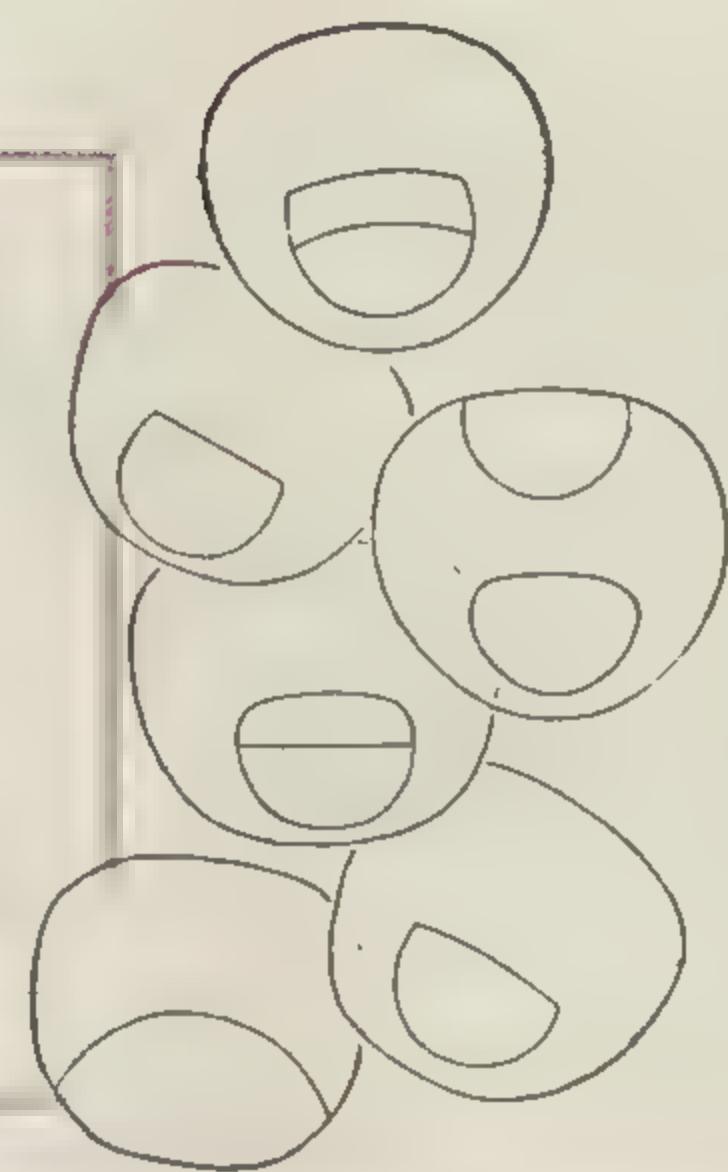
We often forget that eyes, like any other hardworking organ, do age, weaken, lose their ability to focus rapidly and accurately. They need constant help and care.

The wise thing to do, is see your eyesight examiner soon—how long since you saw him last? Let him check the health of your eyes, give them a thorough visual analysis, and correct any errors with lenses—the scientifically exact kinds and powers you need.

Then, you can select a complete wardrobe of frames that flatter your features, complement your personality, blend with your coloring, costumes and accessories—in short, choose the right lenses in the right frames—the glasses you need for round-the-clock visual efficiency, comfort and style. Better Vision Institute, Inc., 630 Fifth Avenue, New York.

Do you need multifocal lenses?

2 ranges of seeing (bi-focals) or 3 (trifocals) blended inconspicuously in one lens, for general distance, specialized-middle distance and near point.



TUNE UP... DRESS UP... YOUR PRICELESS EYES





Helena Rubinstein's discovery, SKIN DEW, moisturizes dehydrated skin to new beauty overnight

SKIN DEW is a fabulous creamy dew formula. It's the new liquid version of celebrated French D-Creme developed by Helena Rubinstein with the doctors and chemists in her Paris laboratory.

Now for the first time your skin receives the *deep moisturizing* it has thirsted for. SKIN DEW actually *renews* complexion beauty.

Use greaseless SKIN DEW at night for a sleeping beauty treatment. No more messy applications. No more grease on your pil-

low. While you sleep, lines and flakiness seem to melt away. You wake looking fresh and pretty.

Use SKIN DEW all day long as a foundation under make-up . . . and see how healthfully glowing your skin looks!

Because SKIN DEW contains *proteinol**, it nourishes the *beauty* of the skin. This invisible shield retains the natural inner moisture of your skin and protects it from drying by the elements. The acid-alkaline balance of the skin is kept healthily in

tune with "ferments lactiques" (concentrated milk ferments). This new scientific wonder guards against surface blemishes and flaking.

No other beauty fluid in the world gives dry, sensitive skin all these new scientific beauty benefits.

Start using new SKIN DEW at once and see how it keeps your skin in glowing good looks night and day! 2 oz., 3.00. 4 oz., 5.00. 8 oz., 8.50. All prices plus tax.

Helena Rubinstein, New York, N. Y.

*T.M.



GOSSIPY MEMO: CANADIAN ADDRESS BOOK

Tips from Canadians

Vancouver to Cape Breton

New ferry service

Chinese food in French Québec

Special fishing camps

Mrs. MacLeod's delicious oatcakes at The Point—good simple food, cabins with snug open fires, six feet from the pounding surf. Top golf. On the Cabot Trail at Ingonish, Cape Breton, Nova Scotia.

Calgary Stampede, July 9 to 14, in the great Alberta ranching country. The Palliser Hotel is the hotel.

Seventeen hundred acres of irises, peonies, roses, and chrysanthemums, along with a rock garden—two thousand kinds of plants; a botanist's delight.

Royal Botanical Gardens, Hamilton, Ontario.

Regular air service to remote fishing camps within a radius of seven hundred miles of Toronto Island Airport: Austin Airways.

Nineteen days in the Yukon and Alaska to see Eskimos, reindeer, totem poles, and fields of bluebells and poppies. Thos. Cook & Son send off a tour every Sunday from June to August, from Seattle: about \$700.

Shakespeare, Molière, and Duke Ellington share the Stratford Festival in Ontario, June 18 to August 18—after which the production of *Henry V* goes off to the Edinburgh Festival. Hotels nearby: Kress Hotel at Preston; Walker at Kitchener; New Commercial at Woodstock. Most of the rooms at Stratford, itself, are already booked.

New eight-hour ferry service—daily—from Bar Harbor, Maine, to Yarmouth, Nova Scotia.

Painter's Lodge, a true fishing camp on the Campbell River. A comfortable three-storey house with cottages and good plain food. The trout run just about all year, and in the summer come the visitors and the huge Tyee, a Pacific salmon which spawns once and dies. Vancouver Island, B. C.

Jasper Park Lodge, Château Lake Louise, Banff Springs Hotel, all big, all with swimming pools, all in full view of arrogant white peaks. Alberta.

New motel in Québec: The Laurentide, extra good, just beyond the Québec Bridge on the Southern Montreal Highway.

Royal Hotel, run by an ex-RCAF officer and his wife, who is a talented cook. Mahone Bay, Nova Scotia.

The Ritz, Montreal, one of the best-anywhere of those "best" hotels. Understanding service, and general international atmosphere.

Capt. Taylor, who owns the old stone Taylor House, a nice place for overnight stops—with thick yellow cream at breakfast—knows other good places to stay, all over the Maritimes. Pictou, Nova Scotia.

The Sherwood Inn, where the food is especially good, in Muskoka, in the lovely lake district north of Toronto.

The Grosvenor, a charming little English hotel, with reasonable rates and good food; the Hotel Vancouver, a big splendid thing owned by the Canadian Pacific Railway. Both, obviously, at Vancouver.

Chinese art: superb examples in the Royal Ontario Museum, Toronto.

Chinese food: Peter Lee's at Kingston, a delightful old garrison town where Lake Ontario meets the St. Lawrence.

More Chinese food: for all the fanfare about French cooking, just about the best food in Montreal is at the Jasmin, which is considered even better than the food in the Chinatowns of New York and San Francisco.

The Pacific International Yachting Association Regatta on July 1, at Victoria, B. C. It's all very British, very correct, and great fun.

Specially special, Eaglecrest, a small inn that takes about thirty guests. (One year Queen Elizabeth and Prince Philip stayed there.)

Wonderful beach life and salmon fishing. Qualicum Beach, Vancouver Island, B. C.

Eating in Québec: La Lanterne, a little coffee shop with the cooking done by the owner, a young ceramist who sells his work and the paintings of his friends between short orders. The Vieille France, in a three-hundred-year-old house; Kerhulu's, a fine family restaurant near the shops; the Vendôme, down the hill from the renowned Château Frontenac.

CASUAL

Bill Atkinson of Glen of Michigan has a flair for the western air... designs go-together coordinates in a print as intriguing as its name - "High Noon." Town-or-country perfect and versatile Travelers, too... they launder without a care.



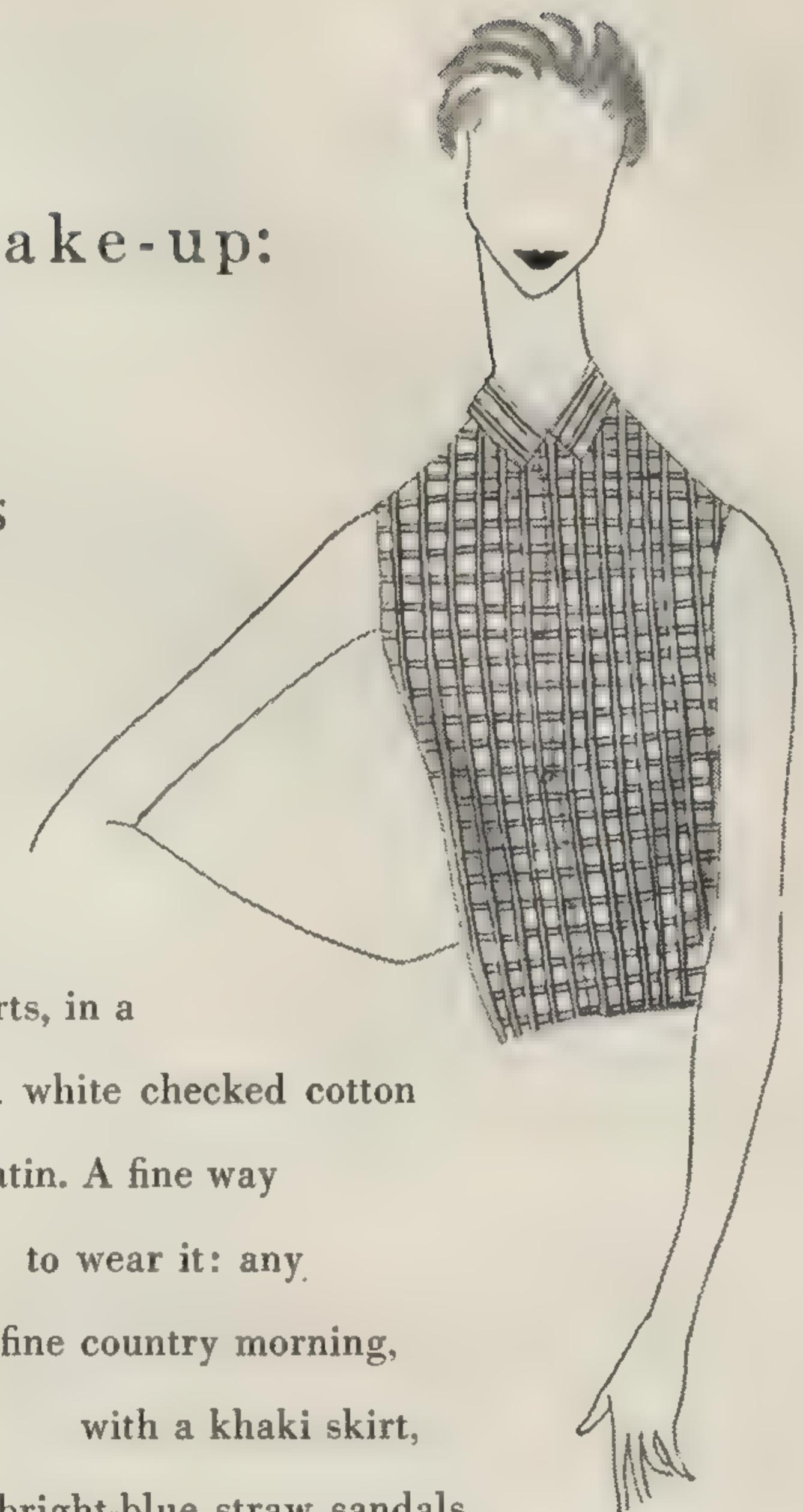
BACK-FULL SKIRT 14.98. SQUARED-AWAY BLOUSE 8.98. LONG-SLEEVED SHIRT 9.98. SUNSET ORANGE-AND-GREEN, DESERT TAUPE-AND-GREY. SIZES 10-16. ORDER BY MAIL FROM THE NEAREST CASUAL CORNER, ENCLOSE CHECK OR MONEY ORDER... NO COD'S. ADD 35¢ FOR POSTAGE PLEASE.

• CORNER ARLINGTON, VA., ATLANTA, GA., HOUSTON, TEXAS, LANCASTER, PA., SPRINGFIELD, MASS., WASHINGTON, D.C., WEST HARTFORD, CONN., WORCESTER, MASS.

Summer make-up:

new blouse

applications



Right: The barest of shirts, in a

bright-blue and white checked cotton satin. A fine way

to wear it: any

fine country morning,

with a khaki skirt,

bright-blue straw sandals.

By Shapely, of Avondale cotton.

\$3. At Bloomingdale's.

Left: Shirt-collector's

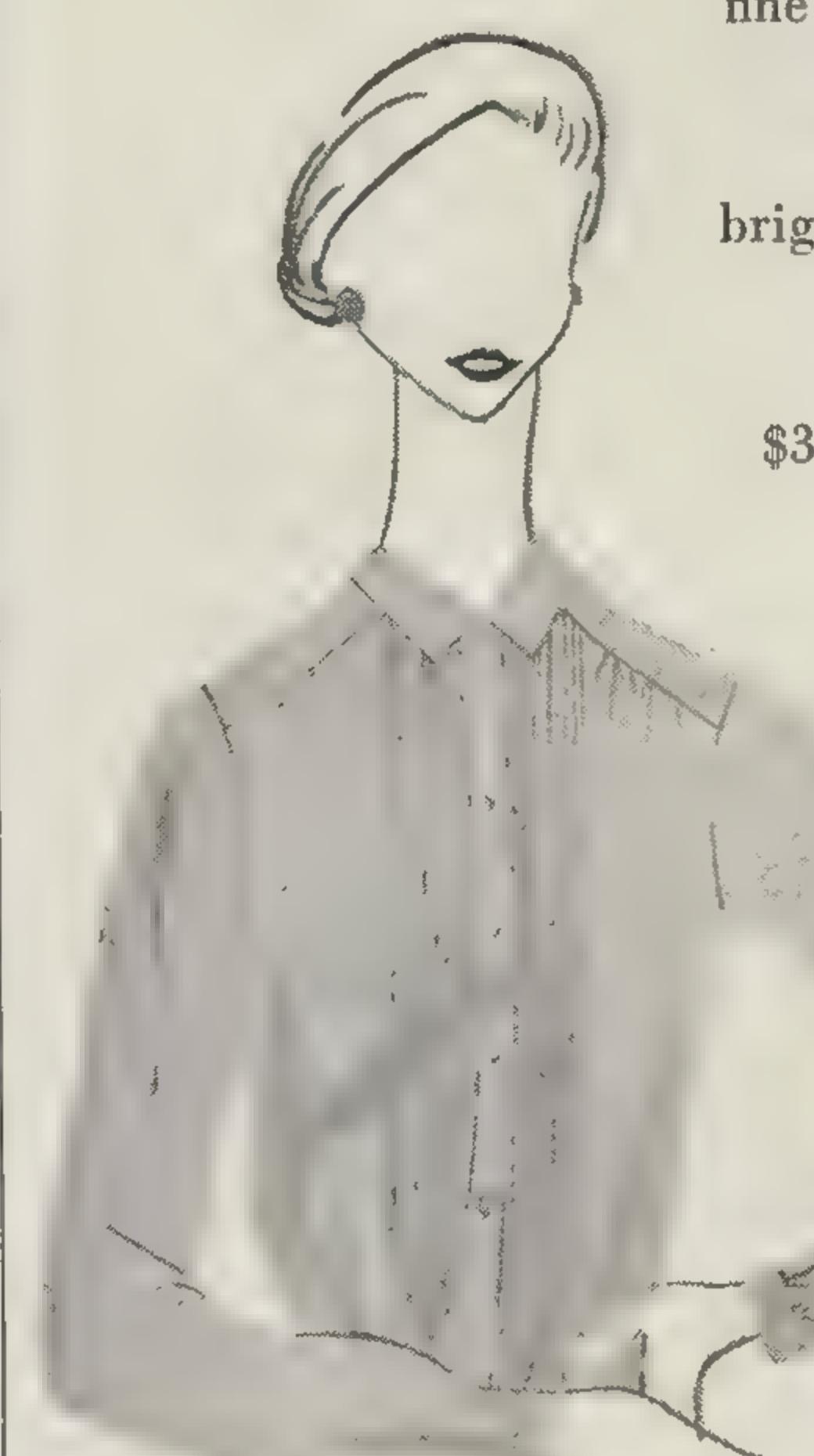
item—a blond shirt
of Burlington

Dacron-and-nylon knit
jersey. Right suit

for it: turquoise

linen—or red. By Pilot.

\$7. Bloomingdale's.



Right: Make-up for a suit—

a blouse of silk broadcloth—

that's make-up

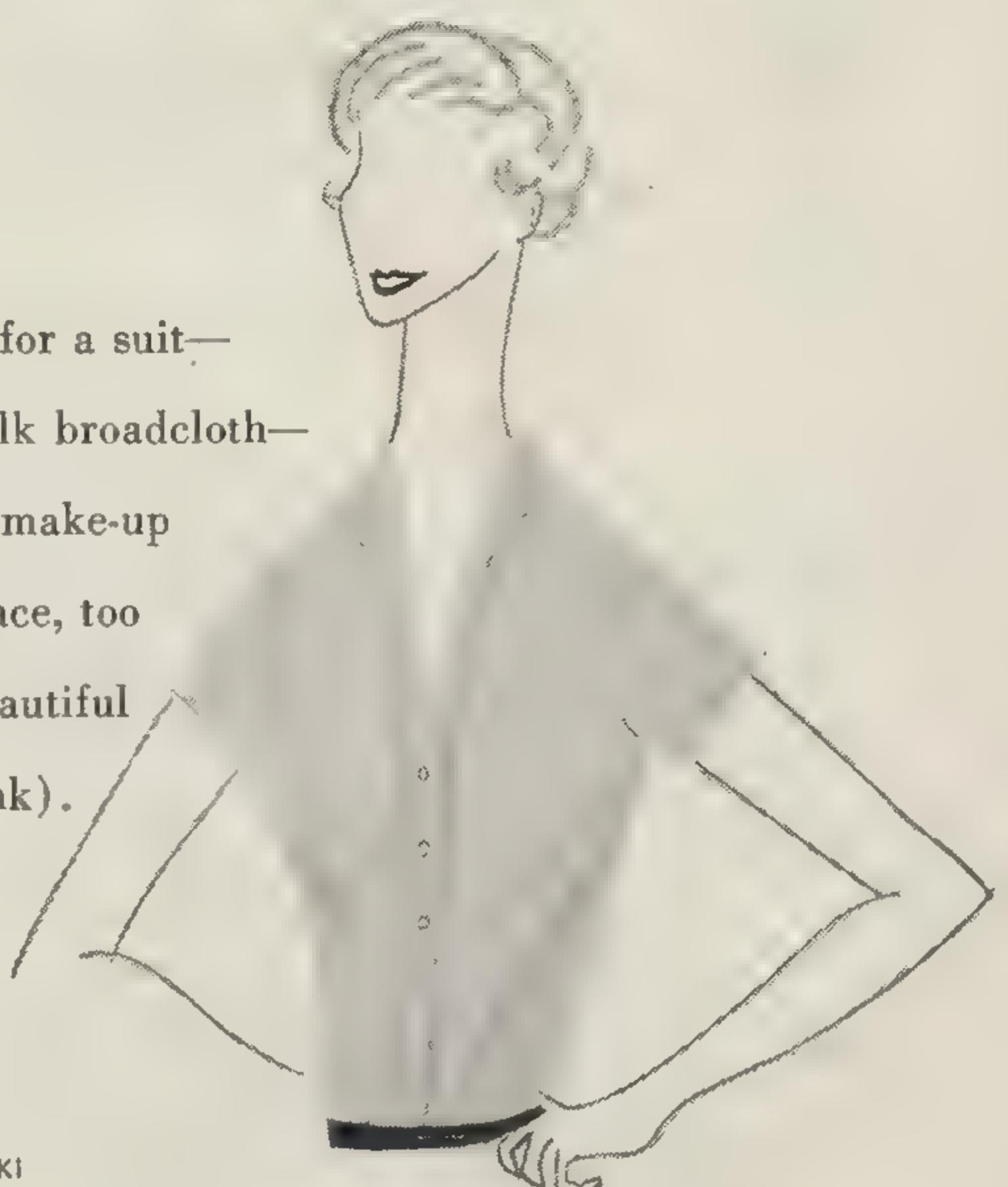
for the face, too

(the colour's a beautiful
glowing pink).

By Mademoiselle G.

\$13, at Best's.

DRAWINGS BY MARY SUZUKI





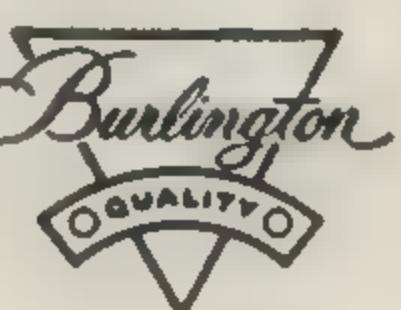
Hunt...for the best



Galey & Lord's
three dimensional cotton
does an adroit about-
face in Pauline Trigere's
slim-line city sheer...
unexpectedly complemented
with a stole of diaphanous
white organza.

Galey & Lord

Burlington
INDUSTRIES, INC.



"the look
of sandals in
flower
colours"



a.s. beck
fifth avenue shoes

This year's fashion for flowers is growing in a garden of new kidskin colours.

These fresh cut sandals are blooming with larkspur, magnolia,

and nasturtium colours, in new arrangements. Beck shoes from \$6.99 to \$10.95

148 stores in 40 major cities including

New York • Chicago • Miami • Palm Beach • Philadelphia • Washington • Detroit



YOU CAN RELAX...THIS IS

ARNEL*

TRIACETATE

This is the official Arnel symbol—evidence that this fabric of this new triacetate fiber has been pre-tested for performance.

At last—the peerless
practical sharkskin

Anne Fogarty turns her hand to the most superb sharkskin; giving it a characteristically clean American look. The sharkskin is all Arnel, the new Celanese *ease-of-care* fiber. Touch it, and it feels as beautiful as it looks. Wear it, and it has an uncanny way of staying fresh. It almost never wrinkles, and can be hand washed. It dries in no time, needs just the touch of an iron, and never shrinks or stretches out of shape.

Celanese Corporation of America, New York 16.

Sharkskin by Cohama, Dresses by Anne Fogarty for Margot. Left, dress with pleated skirt in white only, sizes 5 to 15. About \$35. Right, dress with elasticized waist in white only, sizes 5 to 15. About \$25. Both at Lord & Taylor, New York; Rich's, Atlanta; S. & R. Lazarus Co., Columbus; Sibley, Lindsay & Curr, Rochester; Joseph Magnin Co., San Francisco.

*Reg. U.S. Pat. Off.



Celanese

NEW EASE-OF-CARE TRIACETATE FIBER



MEN'S TIE RACK MONEY CAN BUY

Elegant in its gold-plated glory. Hangs on crossbar of closet (no nails or screws). Keeps ties neat, easy to select. Made of heavy gauge steel. **FATHER'S DAY GIFT IDEA**—Sent postpaid in white and gold gift box, \$2. Money back guarantee.

MISSION INDUSTRIES

P. O. Box A-V5 National City, Calif.

Italian Inspired ALLIGATORE Knit Shirt for Men



A Fine Buy
for the

Buyer of the Finest

Now, for the first time, you can have a complete wardrobe of cool, combed cotton mesh sports shirts. Smartly styled with ribbed fashion collar and cuffs—extra long shirt tail for active sports. Handsome alligator embroidered on chest. Completely washable with minimum shrinkage. White, Tan, Powder, Maize and Navy in Small (14-14½), Medium (15-15½), Large (16-16½) or Extra Large (17-17½) sizes.

Satisfaction Guaranteed
Send check or money order to:

FIVE ASSOCIATES
550 Fifth Ave. New York, N. Y.



WALL STREET TRAVEL KIT

(SHAVING LOTION AND COLOGNE)
For Distinguished Masculine Appeal

Direct from the Perfume Shop of

MICHEL PASQUIER
7 W. 46th St., New York 36, N. Y.
Just off Fifth Avenue

SHOP HOUND

...in season for men



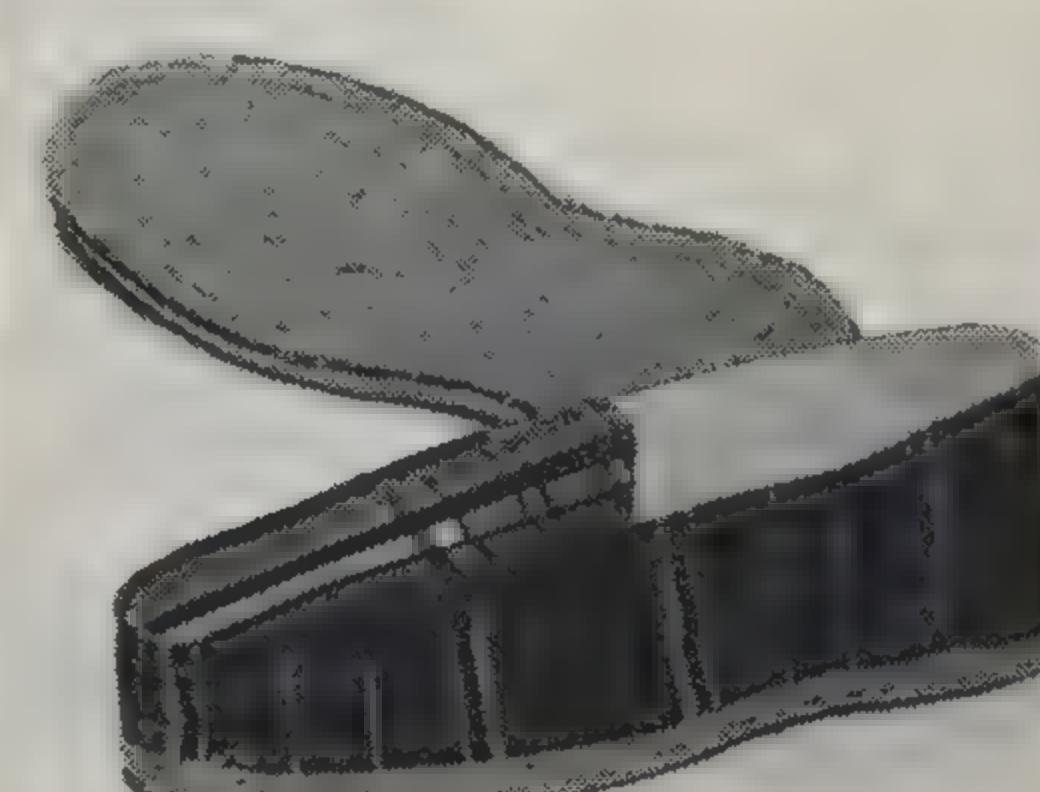
Above: Italian-made shirt—red and blue stripes on white knitted cotton. A summer standby with navy-blue linen shorts for the beach, golfing, or driving. Medium, large, extra-large. \$13.50. Gentry Men's Wear, 4 East 57th St., N. Y. 22.



Below: Sweater shirt in beige wool jersey. One throat button; cuffs that can be barrel or French style. Small, medium, large. \$17.50. Chequer, 816 3rd Ave., N. Y. 22.



Left: Summer shirt, grey and white striped silk-and-cotton. May be worn with tie or ascot. Small, medium, large. Alfred of New York. \$12.95. Henri Bendel, 10 W. 57th St., N. Y. 19. Right: Pure silk here: black, blue, or red stripes on white. Small, medium, large. \$18.50. H. John Northman, 11 E. 57th St., N. Y. 22.



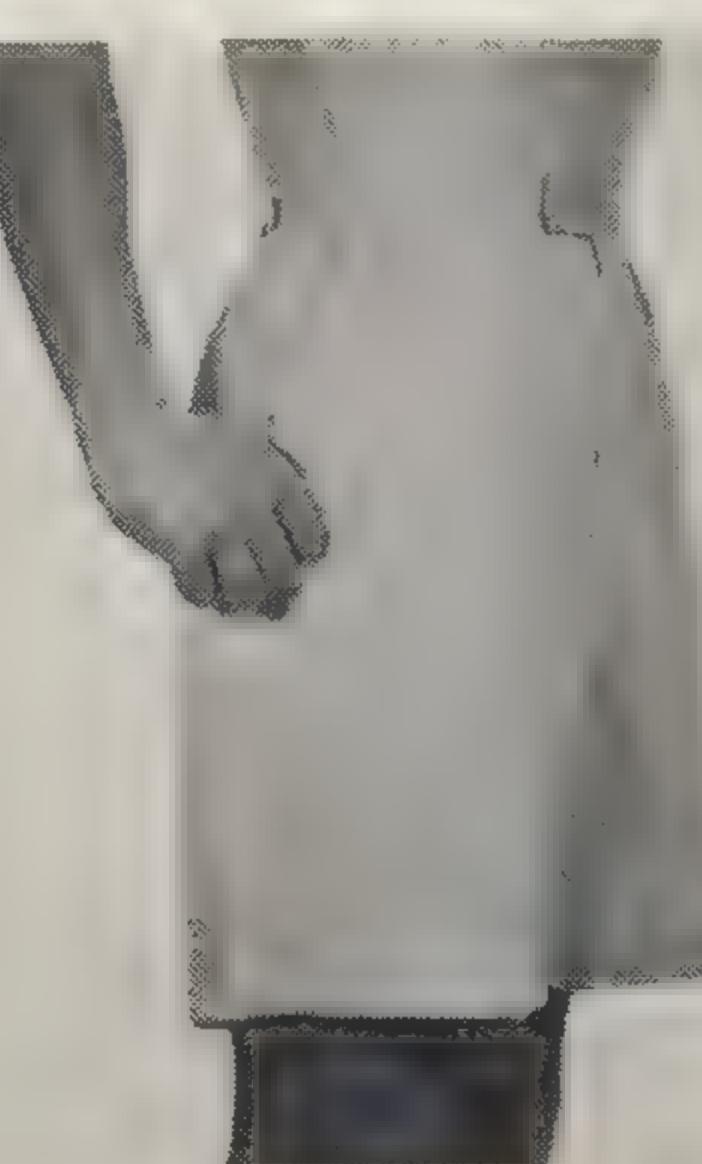
Above: Madras plaid moccasins on hefty rope soles—good for the beach or relaxing at home. Small, medium, large, medium-large, extra-large. \$8.20 ppd. Frank Brothers, 9 East 57th St., New York 22.



Above: Classic brown calf jodhpur boots; leather lined. 6 to 15. \$20.45. Jim Richards, Wellesley Hills 82, Mass. Left: Paris' give-and-take belt—elasticized back; black calfskin front. Small, medium, large. \$3.50. John David, 1271 Broadway, N. Y. 1.



Below: Flannel tennis shorts that wash like tennis socks—they're wool, and cotton Lanella flannel. Sizes 28 to 40. \$15.95. By Corbin Ltd. Whitehouse & Hardy, 681 5th Ave., N. Y. 22.

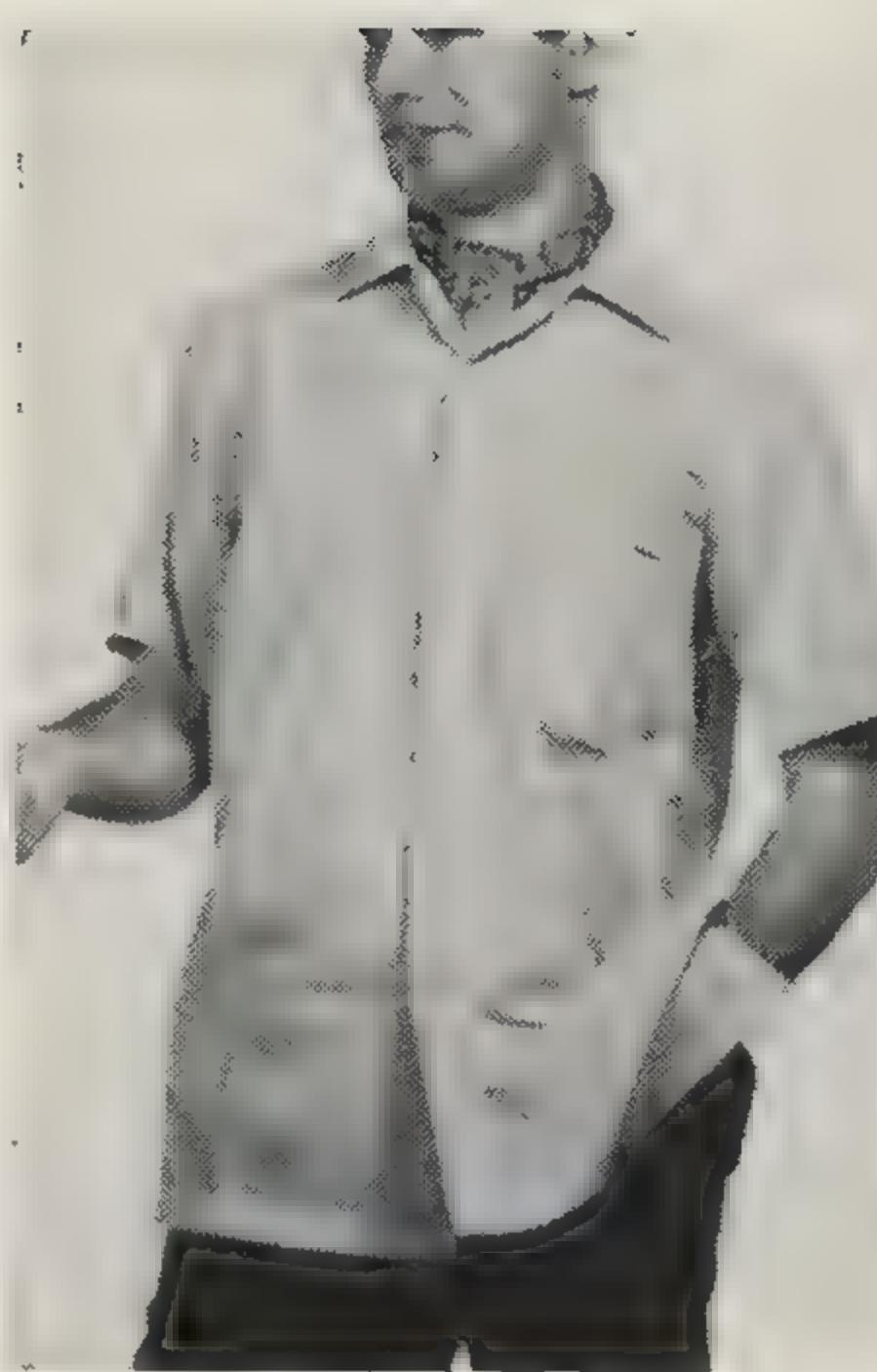


JAY THORPE

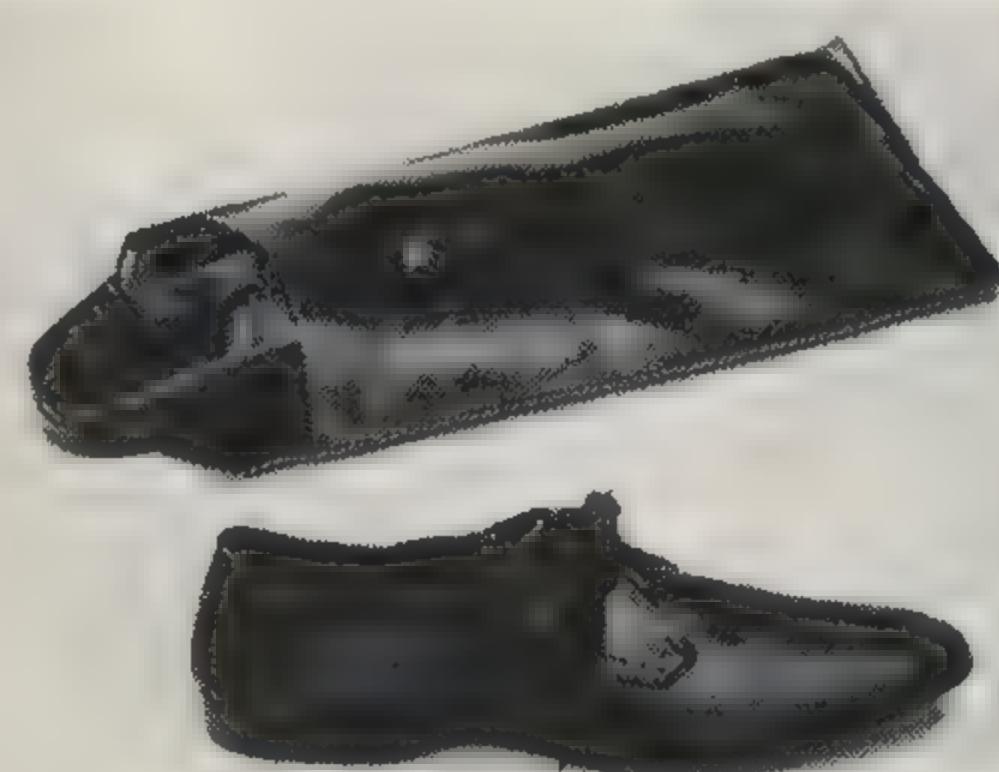
Right: Really handsome half-sleeved shirt—neat cuffs, nice fabric (silk-and-cotton pongee). Grey-green or muted blue.

Small, medium, large, extra-large. \$15.15 ppd. Bergdorf Goodman, 754 5th Ave., N. Y. 19.

Below: Slipover cotton sport shirt; turn-back cuffs. In sky, royal, or navy blue—all good with white ducks. Small, medium, large. \$12.50. Dunhill, 65 E. 57th St., N. Y. 22.



Above: Hamilton travel watch, with its main dial set at Eastern Standard time. Its rotating inner dial shows the hour in Central, Mountain, Pacific, and Greenwich zones. \$69.50 inc. tax. Lambert Bros., 767 Lexington Ave., N. Y. 21.



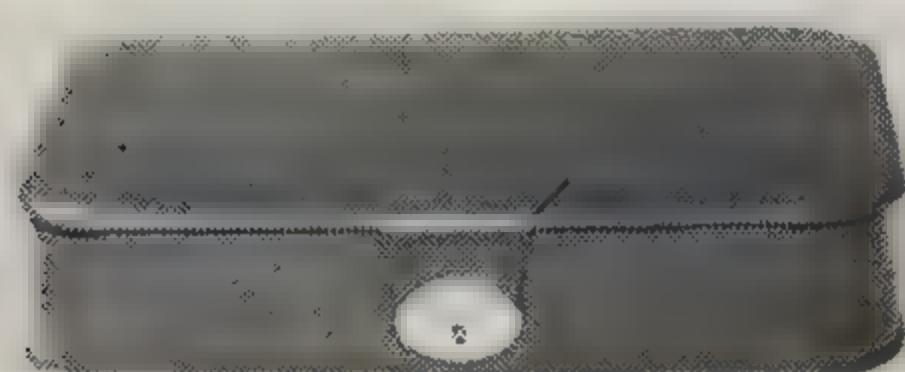
Right: Travelling shoes with their own leather case. The set weighs less than 1 lb.! Shoes in black box calfskin; sizes 7 to 11 (no half sizes), widths B, C, D. \$27.50 per set. Lefcourt, 400 Madison Ave., N. Y. 17



Left: Sailing shirt in grey and white striped seersucker. Long sleeves with 2-way cuffs (they could roll up smartly). Small, medium, large. \$8.20 ppd. Men's Town & Country, 594 Lexington Ave., N. Y. 22.

ALL PRICES PLUS POSTAGE,
UNLESS OTHERWISE NOTED

MIEHLMANN



Below: To cache or carry, this brown cowhide studs box for travelling or not. It locks; is 9 1/2" by 6 1/2"; the suède-lined interior divides into 4 parts. \$20.95 inc. tax, ppd. Camalier & Buckley, 1141 Connecticut Ave., Washington 6, D.C.



Mrs. McLain, directress of the Jay Thorpe Beauty Salon says,

"When a woman asks for a soft, natural looking coiffure, we know the first step must be a

Caryl Richards

'Softy' permanent wave"

"No permanent wave in my experience," adds the nationally known beauty authority, "has ever been so soft and flexible...lent itself so ideally to the individual coiffures we love to create."

"Softy" permanents from 15.00

To make an appointment for your "Softy," call JUDSON 6-1000, or write Mrs. McLain when you're coming to town.

24 WEST 57 • NEW YORK CITY

**Imported Hand Loomed
INDIA MADRAS
Sport Shirts**



\$6.50 ppd.

For
Men
Accustomed
to the
Very
Finest

Beautifully tailored, distinctive muted plaids of long-wearing, washable Egyption and India cotton. Each pattern is completely individual with your choice of Red, Blue or Gold predominating color. Short sleeves in Small (14-14 1/2), Medium (15-15 1/2), Large (16-16 1/2) or Extra Large (17-17 1/2) sizes.

Satisfaction Guaranteed
Send check or money order to:
FIVE ASSOCIATES
550 Fifth Ave. New York, N. Y.

Sun-up to Sun-up you'll "live"

in our gay twelve-yard-skirted

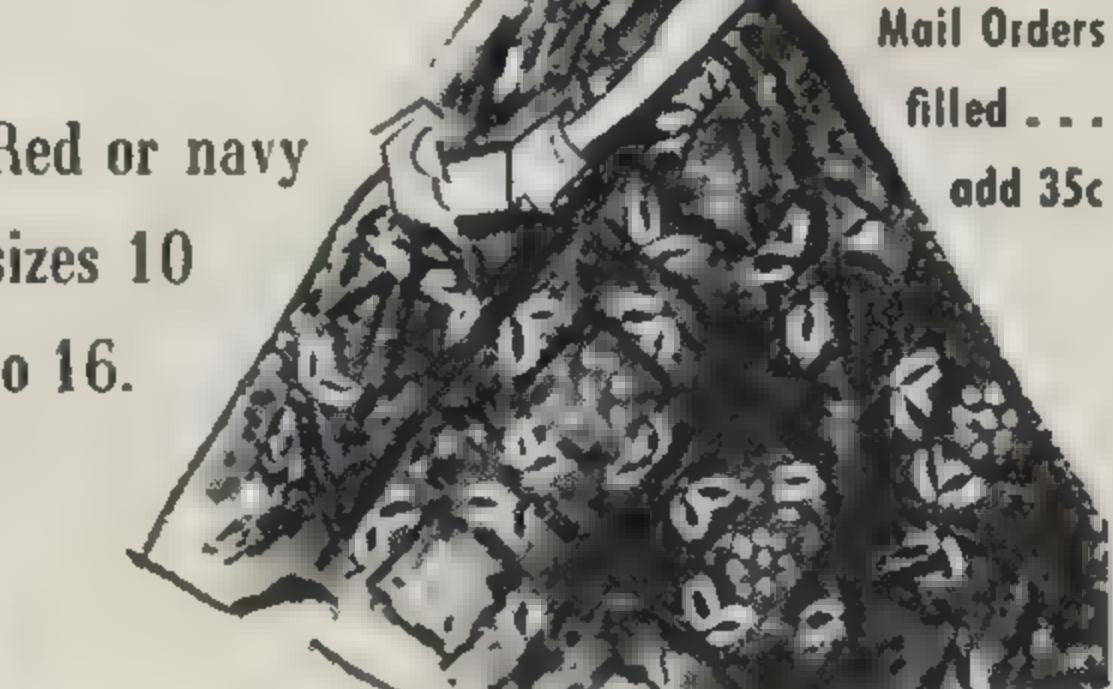
Bandanna-print

Cotton Dress

16.95

Red or navy
sizes 10
to 16.

Mail Orders
filled . . .
add 35c

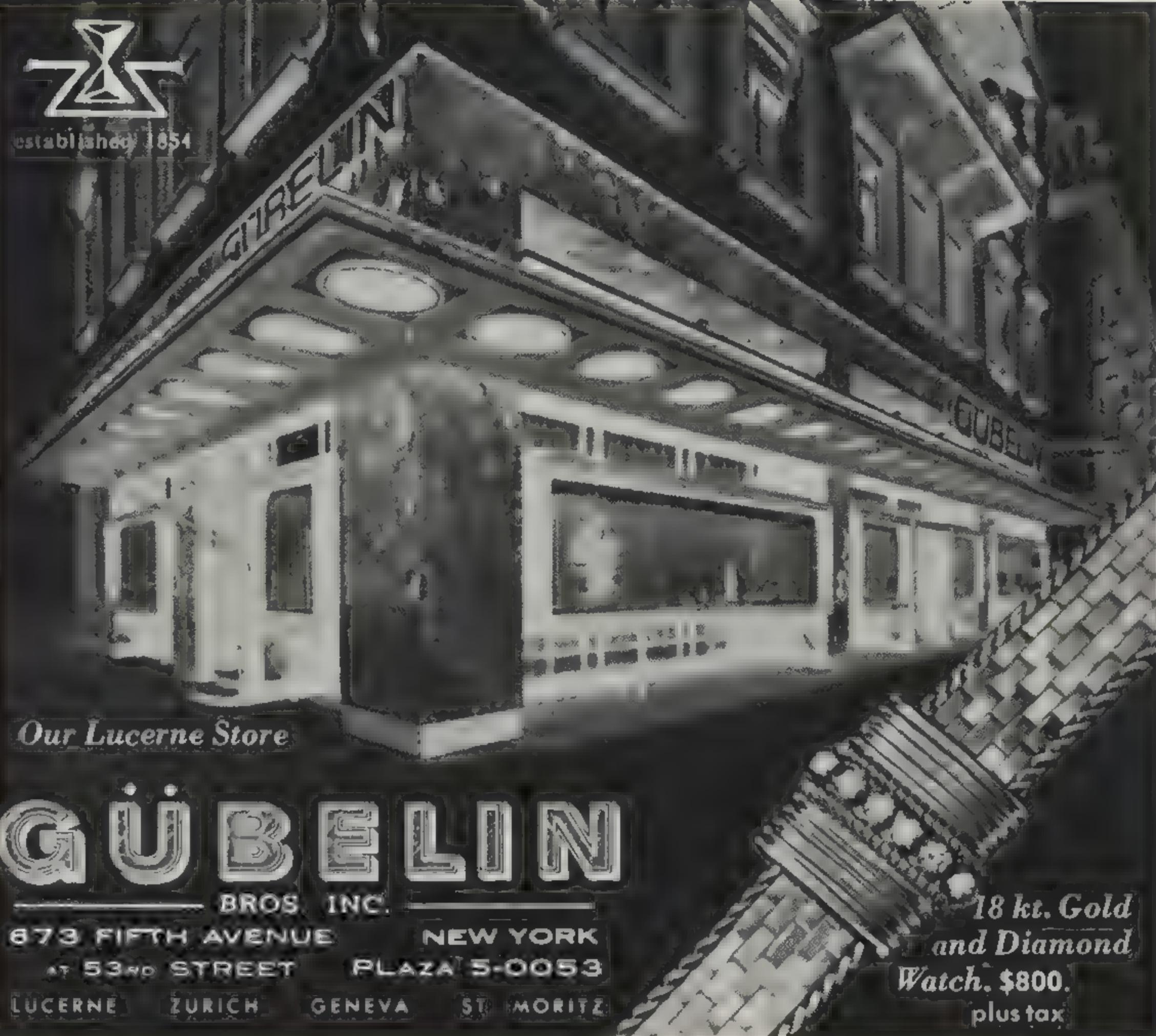


McDonald's

1191 POST ROAD, FAIRFIELD, CONN.



established 1854



GÜBELIN

BROS. INC.
673 FIFTH AVENUE NEW YORK
AT 53RD STREET PLAZA 5-0053
LUCERNE ZURICH GENEVA ST. MORITZ

18 kt. Gold
and Diamond
Watch. \$800.
plus tax



Heaven Is a Place Called
The Lucille Bouchard Salon

Heaven, that is, for the tired, the tense, the foot-weary ladies of our time. The Lucille Bouchard Salon specializes in pleasant scientific treatment of health and beauty problems. In this softly-lighted, restful salon, you have a wide choice of body and beauty restorers—bubble baths, Turkish steam baths, Swedish massages, foot treatments, passive exercises for trimming off inches.

Lucille Bouchard Salon
Suite 401, Hotel Delmonico, New York 22, N.Y.
EL 5-6190-1

TERRY BEACHCOMBER

SHIRT. Easy-on, terry boat neck pull-over with slits at the sides. In half-inch stripes of red and white or blue and white. Small, Med., Large.

\$3.95

CAPRI SHORTS
Brief and form fitting—zipped up the back. For all active sports. White terry. 10-16.

\$3.50

Write for
free catalog

Specify size and color; add 25c for shipping

THE TOG SHOP Americus, Georgia

Bouchard

Sun your toes in our all leather

BERNARDO

Thong Sandal

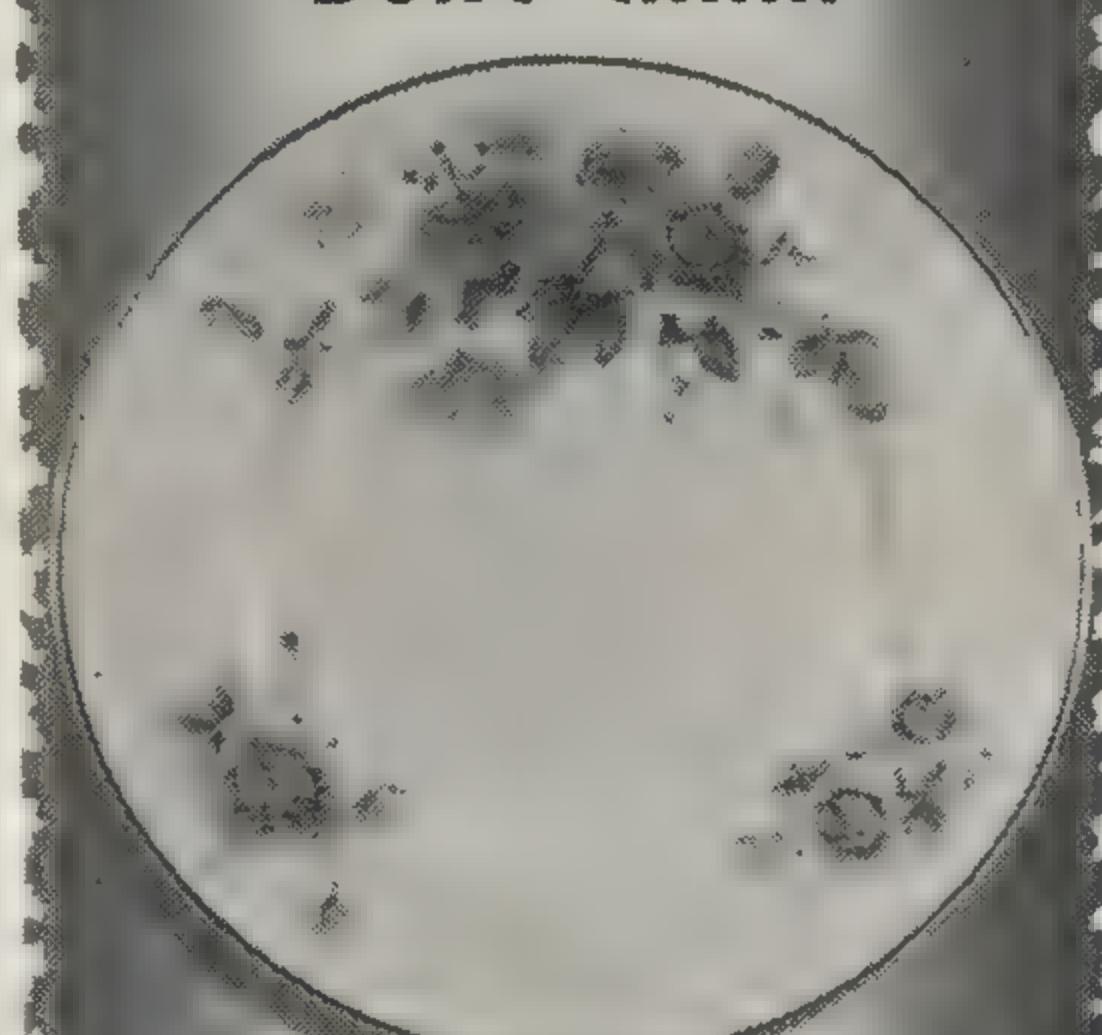
- White
- Natural
- Orangeade
- Black

8.95

Sizes S (5 to 5½); M (6 to 7½); L (8 to 9½). Add 40¢ postage beyond delivery area. No C.O.D.'s.

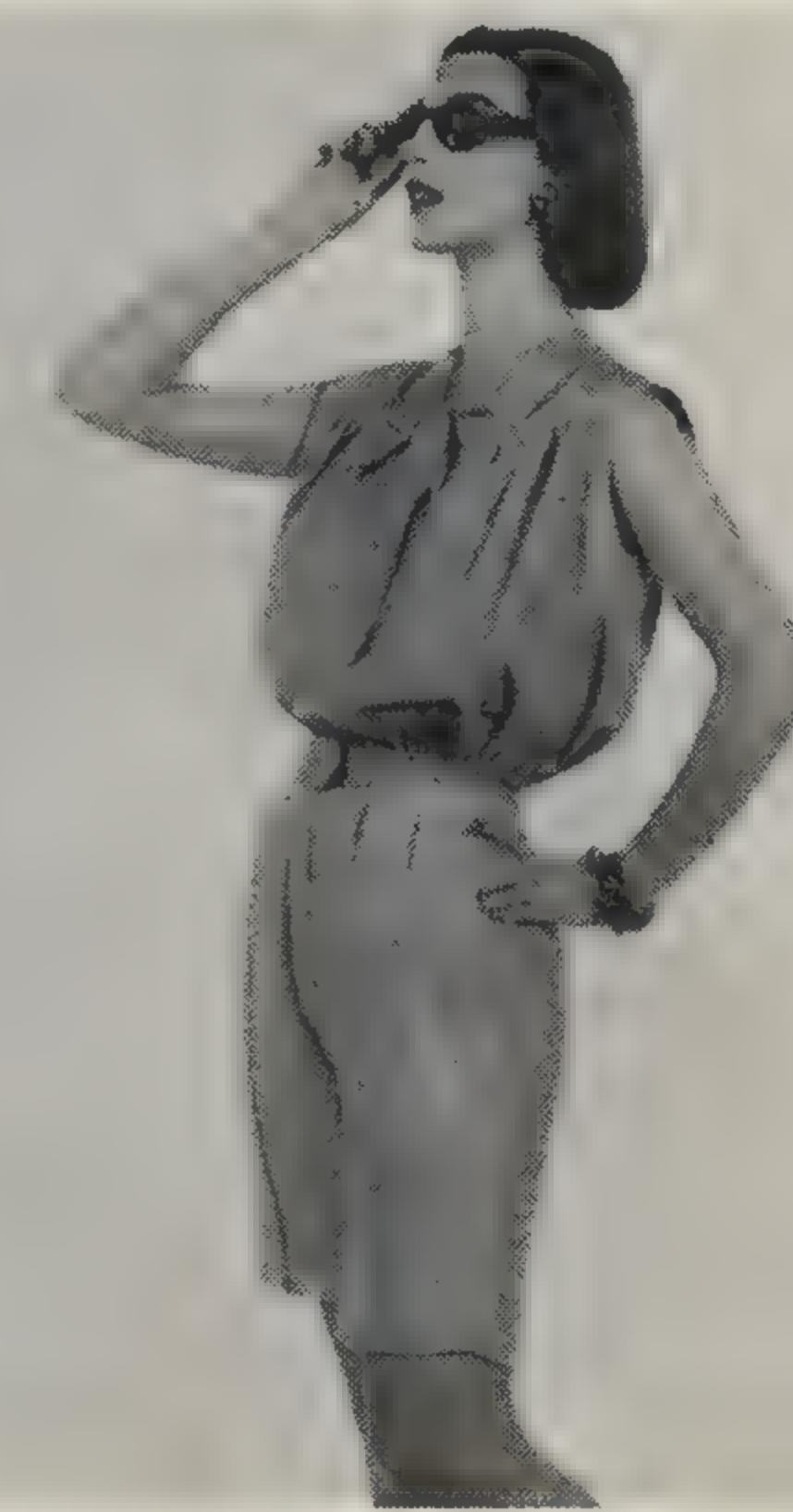
Rich's
F STREET AT 10th
Washington 4, D. C.

**English
BONE CHINA**



PASSION FLOWER
America's largest
retail selection at
lowest prices of open
stock English Bone
China. New dinner-
ware booklet will be
sent on request.

HERBERT S. MILLS
GORE PARK—HAMILTON, CANADA



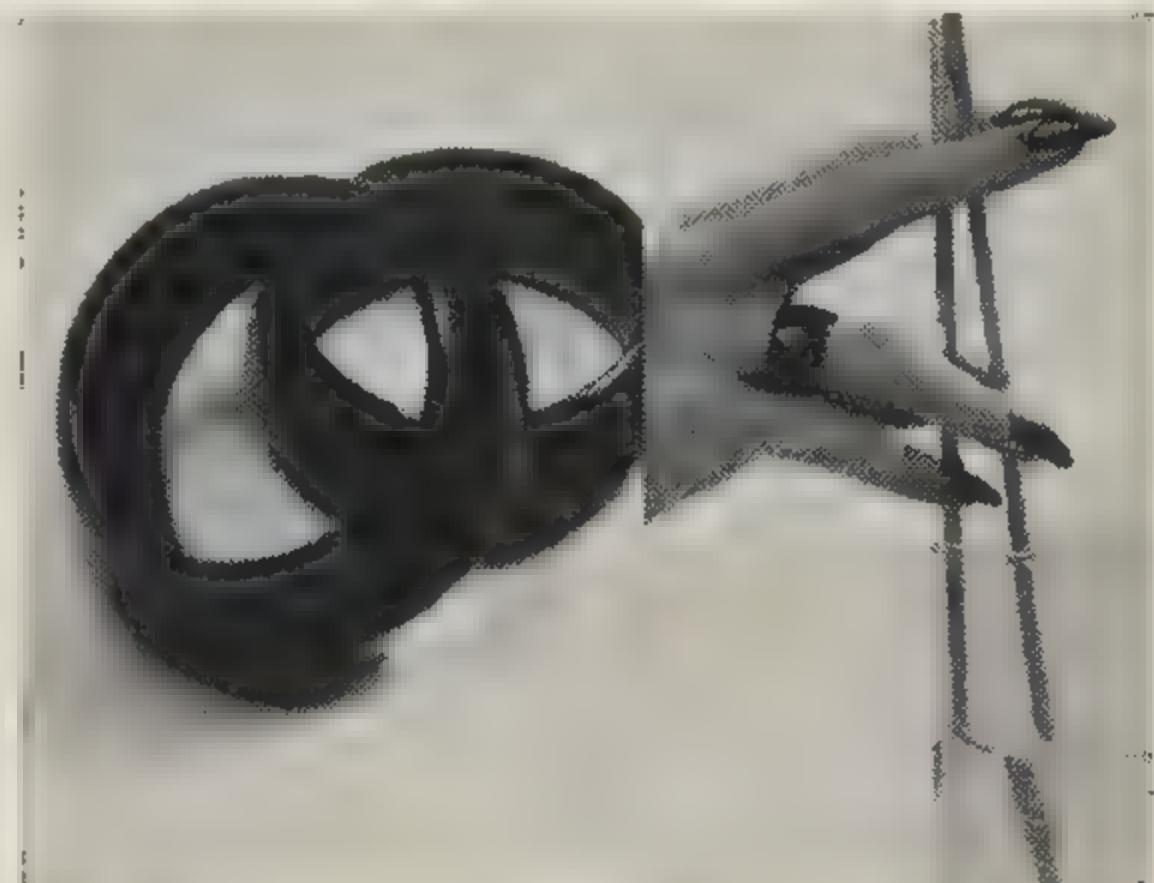
SHOP

Blousing: short form.

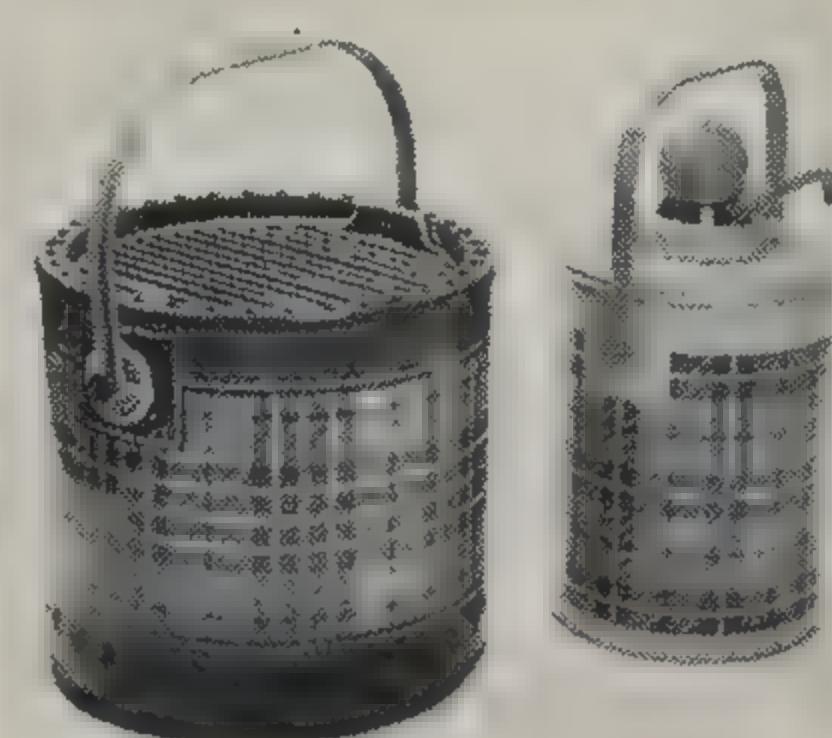
The newest softest Paris line, now seen in bright sunlight. Bloused cotton top, tying at neck, buttoning at waist. In yellow, mango orange, or black. Sizes 10 to 18. \$15.95. The shorts in oatmeal coloured linen only: sizes 10 to 18, \$14.95. McDonald's, Fairfield, Connecticut.

Beauty salon for shoes: What can make them beautiful and smart again—"Nelsonizing," a term that can mean anything right up to completely *re-building* an old pair of shoes over a completely new last (expert craftsmen personally oversee each step of the operation). They'll also widen or lengthen shoes that don't quite fit; dye or re-suède them; or cut a new vamp, or change heels to a new height or width (this alone can often bring out-dated shoes into the current fashion picture). For prices per particular job, write B. Nelson, 10 E. 39th St., N. Y. 16.

Guard ring in jade
at a very good
price indeed—for it's pure
jade, purely polished.
Three band sizes available:
1½", \$20; 3/8", \$15; 5/16",
\$12.50. All tax inc., ppd.
State ring size when ordering.
International Gem Co.,
15 Maiden Lane, N. Y. 7.



New beach handybag,
the straw version of
the capacious little carryalls
recommended in April 15 *Vogue*.
This one could carry full
bathing kit, or
even a picnic comfortably.
About 8" tall, 14" long.
\$5.95. Elizabeth McCaffrey, V-15,
Orange, New Jersey.



MIEHLMANN

New picnic service:
The Skotch O'Matic
plaid steel insulated
gallon container (with a built-in
pump for easy pouring) keeps
drinks hot or cold for hours;
\$8.95. The Skotch Grill can carry
matches, charcoal for its fire;
\$6.95. Abercrombie & Fitch,
360 Madison Ave., N. Y. 17.

ALL PRICES PLUS POSTAGE, UNLESS OTHERWISE NOTED

HOUND

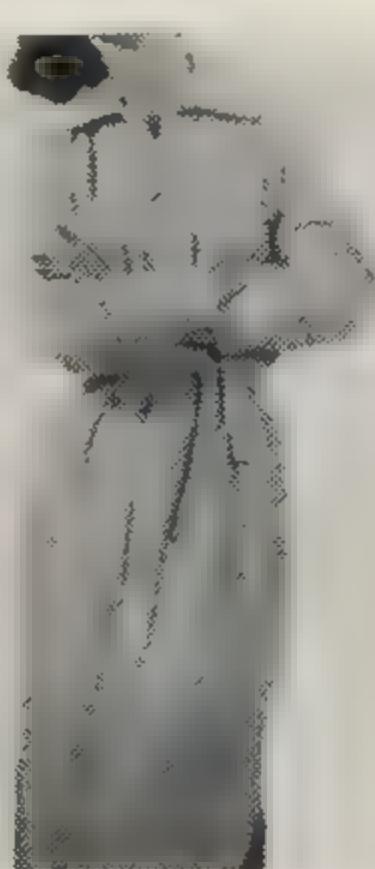
...beauty and the beach

Snappy beach towel: it's elasticized terry cloth shaped into a fitting, little after-swimming suit, by Polly Hornburg. Two pieces with a flash of colour-contrast in the sash. White terry cloth with a turquoise and yellow sash; \$19.95. Small, medium, large. The Silo, Morris Plains, N. J.

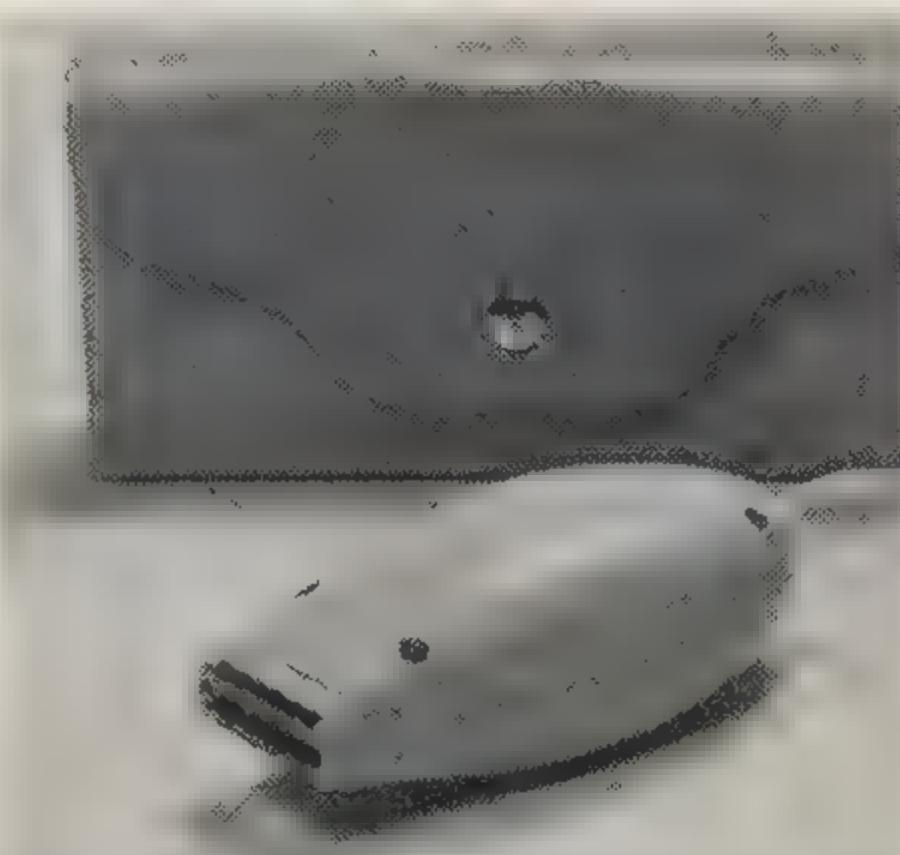


Beauty addresses to explore, if you're the woman who needs salon-aid for your looks. *Elizabeth Ungár* (36 E. 38th St.) devotes much attention (Saturdays even) to the skin problems of the young. She also has fine results with the not-young skin—via electric impulses that help to stimulate slack muscles, restore their tone. *Madame Roszi Pogany* (1 E. 53rd St.) works through the mails with her special skin analysis chart; a woman checks her own problems and Madame Pogany prescribes corrective treatment and make-up. Price: \$6.

For beach or bath, a classic boy's shirt elongated in terry cloth to make a sturdy robe; useful addition—a pocket. In white, pink, or aquamarine. Small, medium, large. \$10.95 ppd. Morton's of Washington, 312 Seventh Street, N. W., Washington, D.C.



For thorough summer beauty more and more women are turning to electric razors designed for women. This, in pink, pale-blue, or ivory, each with a case to match, and operable on AC current only. \$3.95 ppd. Mrs. Field's Shopping Service, Dept. V-4, 237 Huguenot St., New Rochelle, N. Y.





ACTUAL SIZE

DIAMOND HEIRLOOM PENDANT
Charm for Necklace and Bracelet

The perfect gift for Graduation, Marriage, Birthday, Engagement, Motherhood, Anniversary, or other important occasions. This elegant 14 karat solid gold Pendant is beautifully hand engraved and is enhanced with a brilliant, full cut, 1/20 carat Diamond, set in delicate Tiffany setting.

You may now purchase this valuable piece of finest quality Jewelry for only \$28.* Specify last initial and send payment with order. Allow one week for delivery. Same Charm with lustrous Cultured Pearl: \$23.*; 10 K solid gold Necklace Chain: \$5.*; 10 K solid gold Link Bracelet: \$10.*; *all prices include tax.

HEIRLOOM HOUSE
Box 2127D
Norman, Oklahoma

for Smart and Lovely Hair . . .

Harper Method.

HAIR AND SCALP TREATMENTS

combined with the new

"STRUCTURE CUT" by BERTHOLD

Enhance the natural beauty of your hair with regular Harper Method beauty care. And . . . the new "structure cut" by Berthold, genius of the shears, for a chic, smart, easy-to-manage hairdo.



PHONE
JUDSON 6-0004-5
for an appointment

Berthold
COIFFEUR

61 WEST 55th STREET • NEW YORK 19, N.Y.

Hollywood
WINGS



NU-CHIN
Beauty band
GIVE YOURSELF A FACIAL UPLIFT



W. Scott Taylor

Trenton, N. J.

REDUCE

only
\$3.98
complete

LOSE WEIGHT
THE EASY
PAINLESS
WAY. No
Medication,
No Pills,
No Diets,
No exercises
or inconvenience.

Shortly after donning the SLIM-SUIT you can feel the steam-bath effects. Uses Steam-Bath principle without the necessity of bulky expensive equipment or massage parlor fees. This easy method works as you play, work, sleep or just loll around. Enclose check, money order or cash for \$3.98 and we will forward your SLIM Suit by return mail. If you prefer we will ship C.O.D. Pay postman \$3.08 plus approx. 65¢ postal fees. (Save by remitting with order.)

• FREE! Doctors' Approved Reducing Plan.
LOSE AS LITTLE OR AS MUCH AS YOU WANT,
WHEREVER YOU WANT TO.

• No skin irritation • Pure Virgin Vinyl
• Can be worn alone or over clothes • Up
to size 52 • 30" zipper • Money-Back Guar-
antee • STEAM BATH EFFECT. START RE-
DUCING TODAY! Order now!

SLIM SUIT, INC.
26 Court St., Dept. VG, Brooklyn 1, N. Y.



Guard Your Precious Skin
with Mathilde Bandelier Products
Formulas Originated in France
For the first time, these new
and startling cosmetics
are available to everyone.

TURTLE OIL-PLUS. Fast working astringent does not dry skin. Great tightening effect. Good powder base. 4 oz. \$4*—2 oz. \$2.50*

NIGHT CREAM. Sinks deep into the skin, leaving petal softness in its wake. Discourages lines caused by dryness.

4 oz. \$3.50*—2 oz. \$2*

FACIAL CLEANSER. Creamy face wash that penetrates deeply and loosens soil and makeup. 4 oz. \$2*

Send Check or Money Order. No C.O.D.'s please.
*all prices plus tax

Mathilde Bandelier
North Street, Greenwich, Connecticut



I DREAMED I'D "GONE NATIVE"
Floating On A Cloud In
PEON PANTS and WEDDING SHIRT

They're cut from homespun mountain manta cloth; an off-white cotton of character and body, found only in Mexico's far by-ways.

PEON PANTS — wrap around and tie at waist and ankle. The fit is no problem at all. SMALL, MEDIUM, LARGE. PPD., \$5.95

WEDDING SHIRT — pleated, embroidered and buttoned up with real centavo coins.

The sports collar is worn either open or buttoned. Embroidery on shirt in choice of BURGUNDY, BLACK or OLD GOLD. Sizes 10-18. PPD., \$7.50.

BOTH SHIRT and PANTS, \$12.50
Ask for free catalog imported gifts
and fashions.

Old Mexico Shop, Santa Fe, N. M.

POIVRE
CARON

PERFUME FOR THE BRIDE

© Caron, 1956

MAY 15, 1956



Vogue's eye view of BEAUTY NOW- YES OR NO

Mostly it has seemed that the "yeses" had it without question: there's been a pretty general admiration of American women, as they stepped out in all their lovely, racy, long-limbed beauty, hair brushed to glinting, and complexions soaped and creamed to glowing—like a kind of group tribute to the rather noble theory that every woman is perfectible. But stop and count nowadays: a cult for unbeautiful beauties is growing, which puts perfectibility in question, and that's a question no 1956 issue about beauty can overlook.

Vogue's answer: now and forever, beauty is the ordinary (the ordinary woman, or whatever) lifted to the extraordinary—not extraordinarily distorted. Some actresses of the T-shirt school of drama, for instance, and their imitators, are extraordinary all right, but they're no example to beauty-seekers—wan, thirty-year-old adolescents, they frankly treat femininity as if it were a nuisance, and ignore the simple fact that the play's one thing and Sardi's is quite another.

And the militantly unbeautiful new wife-and-mother doesn't even have a theatrical leg to stand on—there are experts at her own game who proved long ago that there's always time before train-time for more than blue jeans, rumpled shirt, and a token splotch of lipstick (one of the prettiest wives-and-mothers we know sets the average for an expert make-up at five minutes).

As to the new cave woman who's recently evolved, whose energy goes only into the improvement of the dwelling—well, we've always been in favour of handsome houses with this corollary: a charmingly decorated woman is the most basic piece of furniture in the place (ask the man who owns one). Finally, to the woman who's none of these things, but who's confused by all of them: this issue of Vogue for clarification and edification. If she'll stand up and be counted among those who want beauty for themselves, it may change the plan of American scenery.

Our opinion (and if you have your ear to the ground, ours isn't the only voice crying in the wilderness)—a change for the more beautiful is almost overdue.

Sketched above: News for the yea-sayers to beauty—this casually bouffant summer coiffure, an Antoine design at Saks Fifth Avenue.

BEAUTY TODAY-

for the woman
who wants it

This means this, this minute: living in the present when it comes to cosmetics, make-up, beauty in general. A reading course in beauty labels might come as something of a revelation—face creams, for instance, can accomplish practically everything a complexion needs, nowadays, except jump from the jar to your skin by themselves. If a lipstick brush has been the biggest change you've made on your beauty-shelf since high school (and oddly enough, there are even women who are still thinking *that* one over), bone up on the pages ahead. They cover most of the highlights in the news, and not knowing the beauty developments is rather as if you'd never heard of nylon or Dacron—or had never made use of their amazing talents.

But: better not do-it-all-yourself. Some beauty jobs are best left to the experts—on the same principle that you don't try to fill your own teeth, or set a broken arm. A salon's the safest place (and sometimes the only place) for a skin that's been seriously neglected, a figure that's way out of line. And if time is your problem, and your excuse for not being beautiful, there's this to remember: the experts usually work at double-quick speed—while you're making up your grocery list, or reading that book you couldn't get to, in your determination to wash and set your own hair.

Then, there's this very necessary way of looking at beauty today: look at it as necessary, not as a luxury. Beauty is a morale-builder (imagine if they took away all the flowers!), and just about the pleasantest gesture that a woman could make to the world around her—today's world most of all. The gesture is simple to make, too; we've never known a true beauty who dedicated every waking hour to facials and exercises, though we've heard many an envious legend that would have us think so.

Finally, the timing's perfect for beauty today. Summer sun and air, and summer-leisure, will be available any minute—the best working atmosphere that the woman who wants to be beautiful can have.

Beauty tonight: Givenchy's bare-back black

Opposite: Wide straps that stem from a rounded neckline at the front to the waistline at the back—wonderful new Paris way of baring the black short dinner dress. This, silk taffeta, with a belled skirt: by Givenchy, to order in America at Bergdorf Goodman. Diamond-and-pearl earrings, from David Webb. Also in America, a fine method for beautifying the back's complexion—an Elizabeth Arden Salon treatment that tones and tingles the skin to creamy smoothness.



WHAT CAN MAKE
YOU BEAUTIFUL—
YOUR OWN TWO HANDS

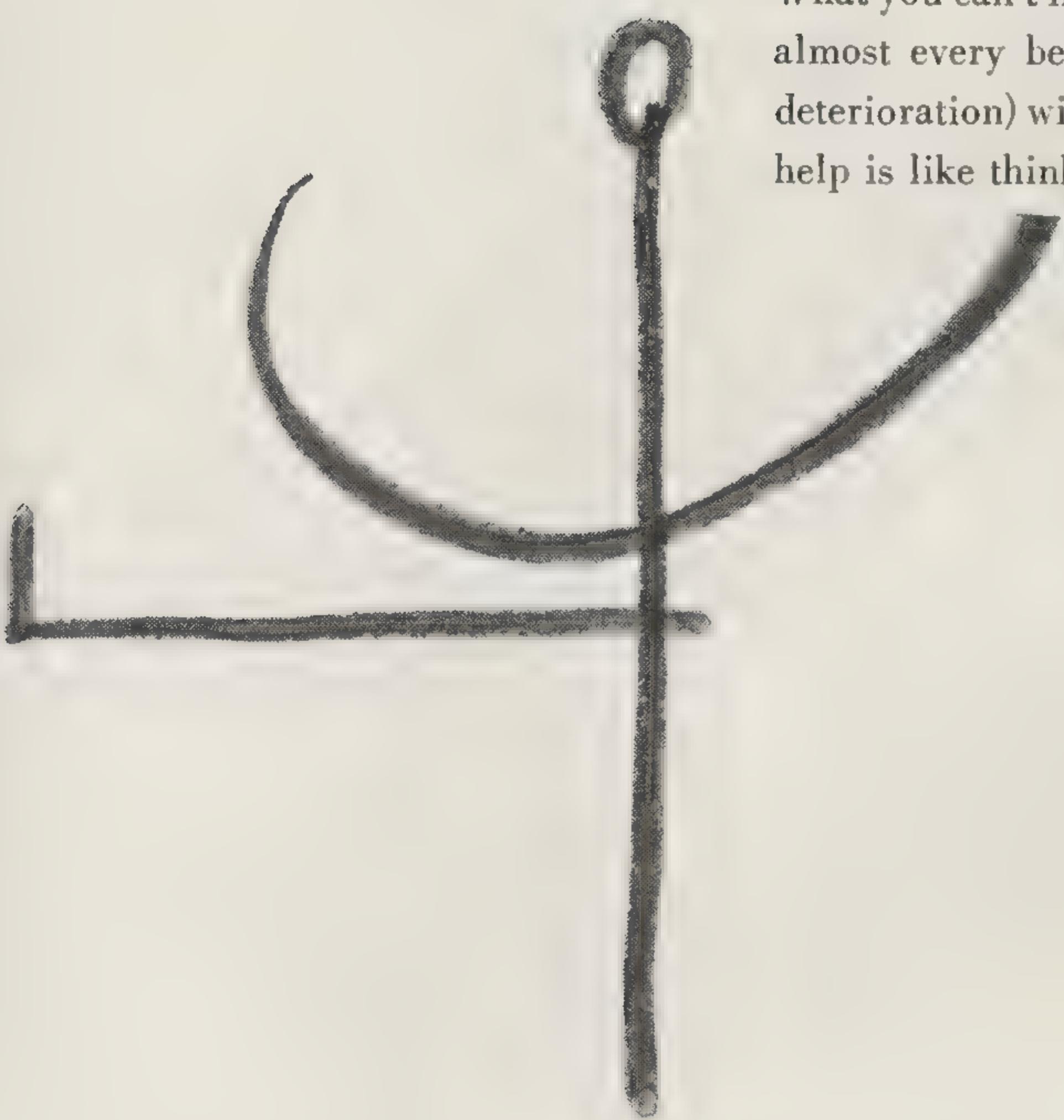
Wonderful pair of beauty experts
(provided you train them properly)—
your own pair of hands; they, and
only they, can look after your looks
on a seven-days-a-week basis.
And, they ought to be beautiful in
themselves—tended to smoothness
and tipped with attractive colour
(here, one of the new coral nail
lacquers on hand for summer beauty).





NEWS TO MAKE

What you can't improve materially, you can cover. There's some form of cosmetic cloak to cover almost every beauty fault, today. But don't accept the *need* for cover (or the inevitability of deterioration) without first finding out what salon procedures can do for you. Not exploring salon help is like thinking that a first-aid kit sums up the entire body of modern medical knowledge.



Six applications of a face-cleanser per night: minimum for faces that wear make-up.

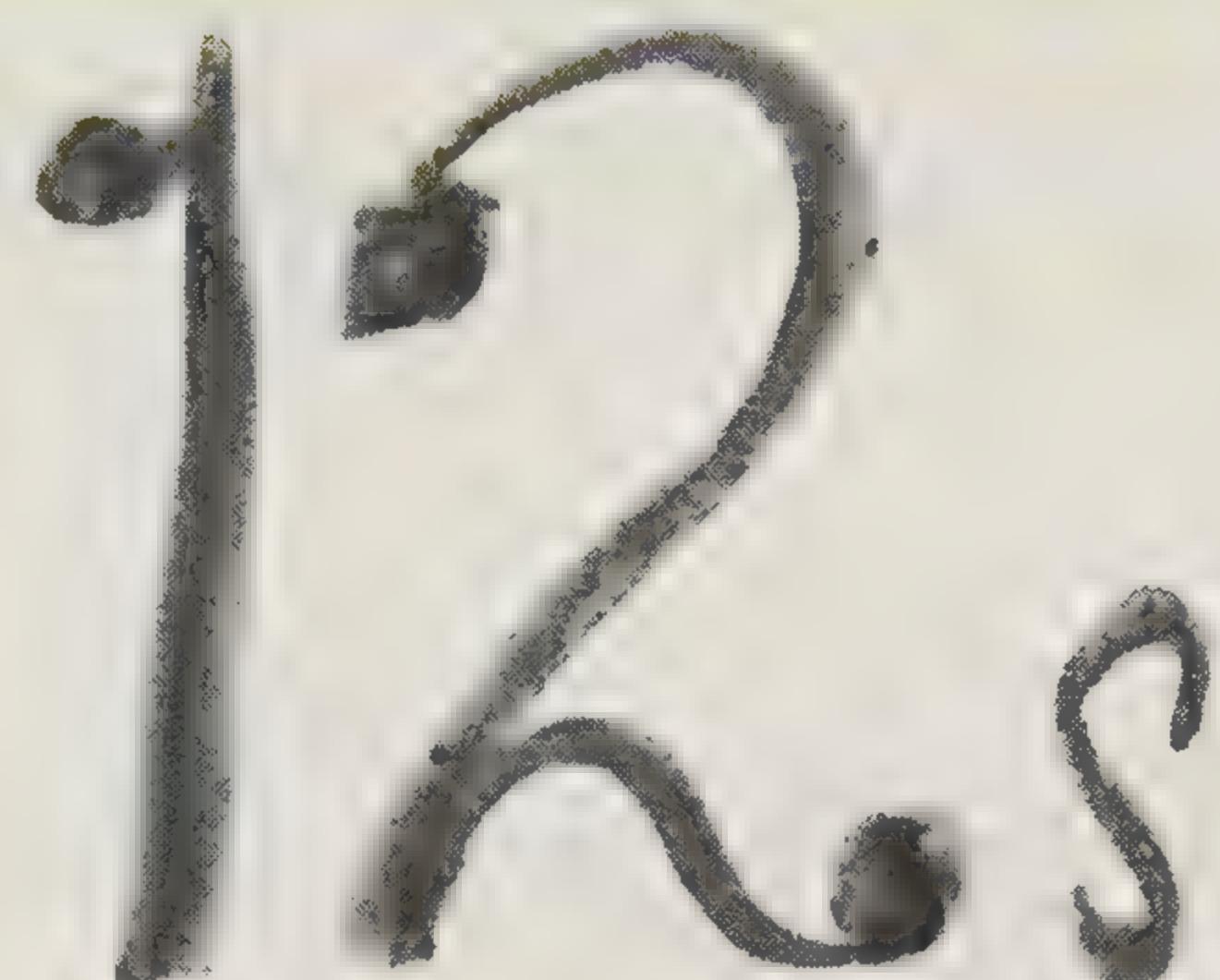
To tighten skin that doesn't fit—consult your own muscles. Flabbiness of face or body begins where there's insufficient exercise—and note here: activity is not always a synonym for exercise. How to increase exercise beneficially? By plan—which may include a course of daily dozens; may include passive exercise (by massage—or by machines that exercise muscles electrically). Most authorities agree that massage that hurts is not good massage; that electrically stimulated exercise can be excellent, provided it's selected (and directed) properly, is used according to directions.

Too-hot baths: invitation for networks of broken capillaries to put in an appearance near the surface of the skin. Ditto, the direct use of ice against the skin. Ice should be used only under wraps (one good wrap, white velveteen—it's water-resisting).

Fingernails can be strengthened by pretty armour: a coat of Prolife, then nail enamel, fortified by *daily* coats of glossy topcoat. Fingernails can be extended: a porcelain-like substance called Patti-Nail is brushed on to extend the nail's look of length. Fingernails can be mended like china: a glue called Nail Fix is glad to oblige. Fingernails can be nourished: an envelope of Knox's Gelatine dissolved in your daily orange juice, coffee, or tea seems to help (don't expect results immediately; takes months for nails to grow out). Fingernails can be ruined: two of the best ways are to force the cuticle back harshly; to file in a sawing manner, back and forth (correct method: one-directional).

Thoroughgoing beauty treatment: humidity-controlled air conditioning throughout the house. Helps keep moisture-balance of the skin. May even come off your taxes in some cases (authentic allergy cases).

Reducing question: is it possible to reduce and close enlarged pores? Seems that, with persistence, it is—but only gradually, and never to less than their original dimensions. This helps: Cleaning the skin with cleansers that leave no greasy residue (Revlon's Clean and Clear is one such). Buffing the surface occasionally with cleansing grains (Helena Rubinstein's). Avoiding over-stimulating drinks and foods (coffee, alcohol, spices, to name a few). Using a purging mask (the Frances Denney treatment involving mild astringents and a medicated mask that helps the skin rid itself of clogging).



YOU BEAUTIFUL

Make-up that cakes in hot weather—needn't. The shade may be too dark; applications may be too heavy. Lighten these, then set the whole make-up straight with a "setting" lotion: cold water applied via cotton squares.

What *not* to do for skin that's on the oily side (or includes areas of same): ply it with harsh astringents or strong soaps. These strip the useful surface oils and signal the glands in the pores to produce still more oils. Correct procedure: keep the skin clean with one of the "normal pH" formulas (pHisoderm is one name; Pink Suds is another). Then, *lubricate* with oils of the kind *needed* by the skin: Max Factor's Vita-Night Cream (to name one) contains Vitamins A and D with a built-in moisture ingredient. Also good: oil-absorbing masks: Queen Helene's Medicated Mask.

Soft white skin—nice accessory most of the time, but not at the beach in summertime. Solution—a fake tan for the woman whose sunning is spasmodic: Tan-in-a-Minute, a transparent, waterproof liquid fakes it (but don't think that this will prevent sunburn—or deter accumulation of a real sun tan).

*Only thing for a crêpy throat:
cream, cream, cream in upward strokes.*

New answer to the most prevalent single beauty problem in the United States (handsomeness problem, too, it seems—as men suffer from this as well): namely, dry, sensitive skin. New answer is Allantoin, an ingredient going into creams, lotions, and who knows what next. It won't lubricate dry skin, but it will go a long way towards preventing chapping. Its strength is in its ability to fight the effects of unfavourable bacteria (a cause of irritation and break-outs). It's an acknowledged healer, pure and simple.

For skin that's been made a Sahara in summer by twice-daily baths and generous (necessary) sloshings of toilet water: a few non-oily lubricants. DuBarry Lotion Superbe turns into a white cream on the skin, then does a disappearing act. Endo-creme hand lotion, used head to foot. And Sardo added to the bath provides non-oily emollients that disperse into thousands of softening bubbles.

Immediate gloss for hair; a new shampoo that works on light-refracting principles—it absorbs yellow lights and reflects these as blue lights (the lights one sees in highlights and gloss). DuBarry Shampoo with Vibrasol is the name of this new Mazda.



*Make-up trick straight from a movie set:
lipstick applied as usual, but over it,
a brush-stroke of transparent
"Lip Gloss" to add glistening highlights
that won't streak easily.*

Black has been—for years—the most challenging colour on the hair colourist's palette. The problem: to blend a black that's glossy, "shaded," un-dyed-looking. One hair colourist, whose successes in black hair colouring are something of a record, says this: Hair that never has been naturally black never can be dyed black with complete success. For formerly black hair, her mixture: darkest shade of brown with a smitch of black—this takes the edge off density, helps give an honest-to-nature black.

*Light, light dusting of
rouge across the top of the
forehead. One of the world's
great beauties attributes
her famous glow of youth
to this simple trick.*



Face powder is protection—when it contains a balancing pH in its formula (some skin experts contend that skin should never be without powder, day or night). One such is made by Erno Laszlo; another, by Janet Sartin (hers, a liquid powder that goes on like a face wash). Face powder is luminous—when it's made with light-refracting ingredients (the Germaine Monteil powders are). Face powder is self-made beauty—when it comes out of the new Lilly Daché do-it-yourself kit (with vials of shades plus a battery-powered mixer). Face powder is make-up that makes up for specific deficiencies—gives rosiness to pallor, or vice versa (that's why no one shade of powder is valid for life).



Richard A. Penn

**BEAUTY—THE RIGHT WAY
TO CLOSE YOUR EYES TO IT**

Cosmetic that's not to be found
in any jar or bottle:
the rest and relaxation without which
no beauty can be truly beautiful.
Also here, just about the best atmosphere
you could rest in: fresh air
and sunlight—it's a scientific fact
that the solar rays (wisely taken)
stimulate metabolism;
and a scientific achievement
that new sunning lotions not only
protect the skin's dewiness
but even seem to enhance it.





NEWS TO MAKE YOU BEAUTIFUL

continued

Gold, 24-karat: ingredient of a make-up that makes a brilliant summer look. Elizabeth Arden's own Fort Knox works this way: pure, sheer gold in an eye shadow to stroke under the wings of the eyebrows. With this: emerald green eye shadow, a shimmering lipstick called "Soleil des Alpes," a nail lacquer to match the latter.

If your hair is bleached, dyed, or colour-rinsed, always wear a bathing cap for swimming; always cover your head in the sun. Sun and water are powerful chemists, but they're not the alchemists they're cracked up to be (they've been known to turn a brown rinse to lipstick-red). A sun hat or kerchief (black cotton, good choice): essential beach gear.

*New development
in frosted nail
enamel: much
lighter icing.*

Mrs. Exeter knows: face powder is the marvel that can offset the skin's tendency toward yellowness—but she has to prepare her skin to accept this powerful ally. She can pre-arrange things three ways. She can use Frances Denney Invisible Beauty Strap as a temporary "tightener" (it's effective for about five hours). She can provide a smooth transparent texture to which powder can cling: Charles of the Ritz Liquid Revenescence. She can wear a tinted foundation that's not inclined to "crack": Germaine Monteil's Superglow foundation. In any case, she is the woman who ought to use a powder brush and a swan's-down puff.

Reason why an anti-perspirant may suddenly lose its effectiveness: the skin has learned to resist it, chemically. What then? A formula designed to remain compatible with the skin's changing chemistry: one such effective anti is Stopette Cream.

**Ten minutes' sleep
can wake you up**

Beauty treatment—on the quiet. A skin lotion that works as a softener, an anti-septic, and a balancer—and works 24 hours a day. It's Helena Rubinstein's Skin Dew, and because it's greaseless and completely invisible, you can wear the treatment anywhere, any time—and under make-up all the time.

Look for the sheer new eye shadows in water colours—delicious new summer idea by Aziza (water-colour blue, water-colour green, so far)... look for the important eye make-up remover pads made by the same house (these, designed to protect the skin around the eyes, at the same time the lotion-soaked pads cleanse).

The bath—in a thousand delicious flavours. *Facing page:* Some of the flavours possible now—a new towelling made in nine colours and in white, made by Cannon to be cashmere-soft, and called Cashmera (all, Lord & Taylor); and shown left, new lilac-scented floating soap (Bonwit Teller). Not photographed, but to be remembered: Bellodgia-scented bath oil, Joy-scented soap, the new soap with Arpège fragrance. And there are hundreds of delicious flavours available in cologne, decanted or atomized. It's a fact that the average first-rate cologne costs about one cent per application (which, in terms of bath-bookkeeping, puts fragrance almost on a level with water).

The new sun-lotion theory: that lubrication is not enough to preserve skin that's in the process of sun-tanning. Takes moisture, as well. Revlon has both in a new product called Sun Bath. (Softens skin, too.)



**NEW BEAUTY-MAKERS:
THE MILLINER COIFFURE
AND THE CHIFFON BLOUSE**

The cut-and-set of smart coiffures now: designed for new fullness, softness—so much in the mood of the new hats that they practically qualify as millinery. And here they're summer headgear for one of the most flattering items in summer fashion—the chiffon blouse.

Left: New blousing line in coiffures—at the back, the hair is crisscrossed and pinned close. Green silk chiffon overblouse with a cowl collar: a Dior idea adapted by Helitzer. \$25. Bonwit Teller. Diamond necklace, from Tiffany—a blazing 82 carats in all.

Coiffure by Enrico Caruso.

Right: The new wrap-around coiffure—the woman's hair is used like tulle, brushed to form a circle, and then seamed and pinned. The blouse: tripled white silk chiffon with a collar that's on call as a hood. This Dior idea, copied by Doreen. \$35. Saks Fifth Avenue.

Earrings of diamonds and South Sea pearls, from S. G. Barnett.



MILLINER COIFFURES AND
CHIFFON BLOUSES *continued*

Here, hair in a shining circle—

swirled from the crown,
ending in a soft fringe
over the brow.

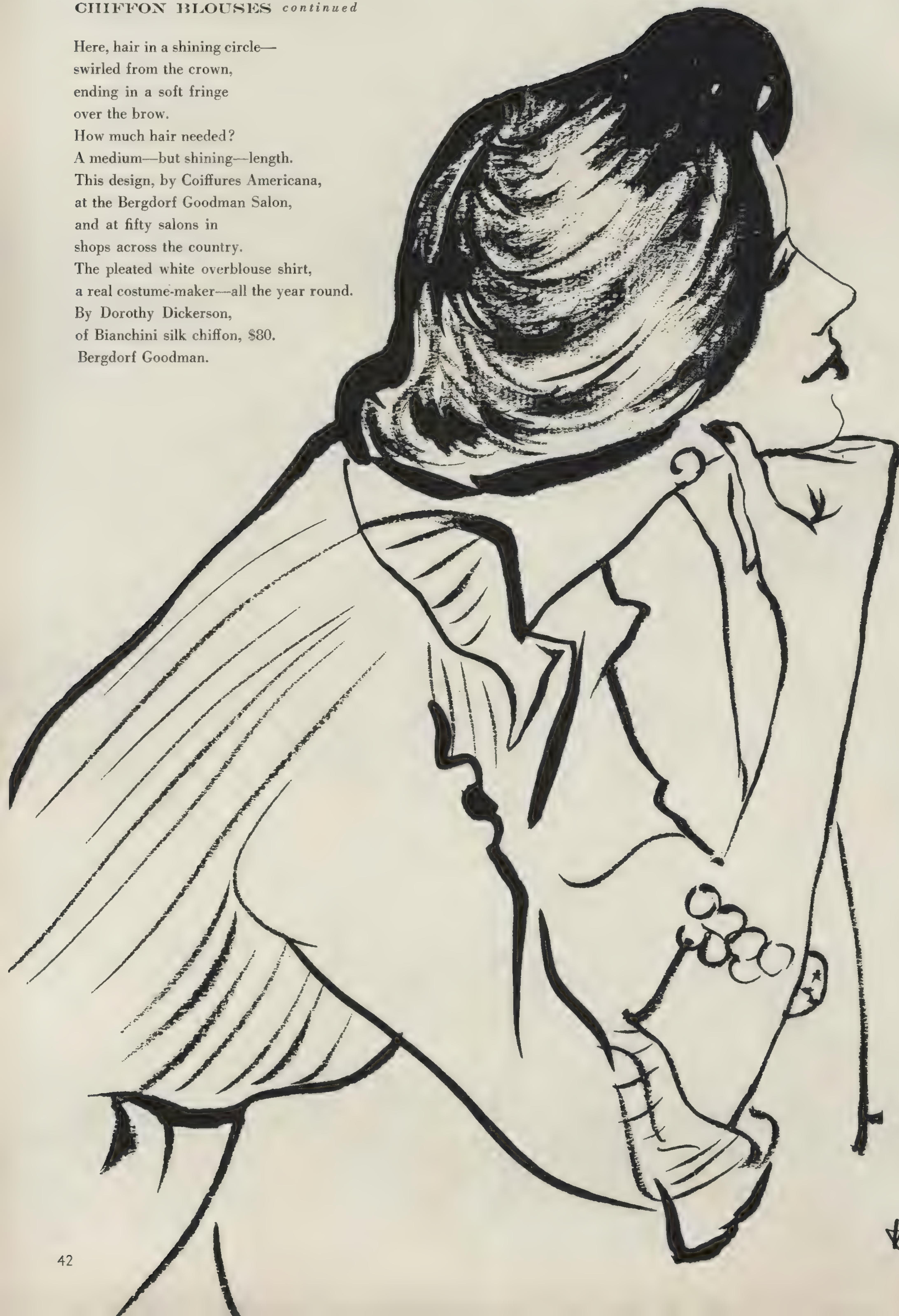
How much hair needed?

A medium—but shining—length.

This design, by Coiffures Americana,
at the Bergdorf Goodman Salon,
and at fifty salons in
shops across the country.

The pleated white overblouse shirt,
a real costume-maker—all the year round.

By Dorothy Dickerson,
of Bianchini silk chiffon, \$80.
Bergdorf Goodman.





Here, hair that's looped like
a satin turban—
lifted away from temple and ear
(an almost universally becoming line)
to sweep back into a high,
loosened chignon. Needed: some length
to the hair at the top.
Coiffure designed by Michel
and ready to your order at all ten
Helena Rubinstein Salons.
The blouse, a delicious Dior idea:
the new lustrous satin chiffon,
laced with velvet; \$30.
Translated by Cadillac.
At Henri Bendel.

IS SPOT REDUCING

Answered at: the second meeting of

Vogue's famous board of three nutrition experts and three additional guest physicians, all knowledgeable in this field, give their opinions on spot reducing and water retention in this edited transcript of the second Diet Authority meeting. The transcript of their first meeting, when the discussion centred on the total problem of losing ten pounds before you lose your vanity, appeared in the February 15 issue of Vogue.

Vogue's Diet Authority:

DR. ANCEL KEYS

Director of the Laboratory of Physiological Hygiene at the University of Minnesota

DR. JOHN R. BROBECK

Chairman of the Department of Physiology at the School of Medicine,
University of Pennsylvania

DR. JEAN MAYER

Assistant Professor of Nutrition at Harvard University

Is spot reducing possible?

DR. MAYER: Yes. Dieting brings about a certain automatic redistribution of weight; we do not lose equally all over. In some people the face thins rapidly and this is apt to be discouraging. Actually, after the new low weight is maintained, the face usually does not remain depleted but, to a degree, fills up again.

Exercise can shift the fat away from certain places. Secondly, exercise promotes the retention of protein. Finally, it makes you look—and be—slim and firm.

Can one spot reduce by dieting and by choice of food?

DR. KEYS: Not by choice of food.

DR. MAYER: Not by choice of food but certainly by exercise. Exercise produces better muscle tone and circulation. It stops the sagging. Those who never exercise their muscles have great difficulty in avoiding fat accumulation. In particular, it is a fact all too common that people who never walk tend to accumulate considerable fat where they sit. The classic types of exercise de-

signed to reinforce abdominal muscles also tend to shift the fat away from what is euphemistically called the stomach.

DR. KEYS: Some interesting work on the redistribution of fat was done in Denmark and mentioned in reports to the Danish Engineering Society at the University of Copenhagen. Those reports seem to indicate that a redistribution can be effected by temperature.

The experimenters built a room divided through the middle by a refrigerated wall with desks for working along the side. Half of the workers sat with their left sides to the wall and half with their right sides to the wall. Actually, the experimenters were interested in the question of comfort when exposed to a cold wall with constant temperature. However, in the course of taking body measurements later, it was observed that there were some differences in the two sides of each person after some months of exposure; the side that was next to the cold wall was fatter than the side away from the cold wall. They turned out to be lopsided people.

Some years ago Vilhjalmur Stefansson told me that he had long noticed

that the distribution of fat in the Eskimos was rather different from that of persons in more temperate climates. The Eskimo had all the appearances of being fat. He had a fat face and all the exposed parts were fat, but when he took off his parka one found that he was relatively skinny. Stefansson believed that the distribution of fat was related to the local temperature of parts of the body.

Does each person have his own way of depositing fat in the body?

GUEST PHYSICIAN, DR. A.: Yes, although the exact cause is not known. There are many women of normal weight who have, for instance, heavy legs. Others have large breasts. The tendency of certain people to deposit fat in certain areas of the body seems to stay with them whether they are thin or fat.

GUEST PHYSICIAN, DR. B.: In the nineteenth century both men and women used to walk rather extraordinary distances before breakfast—often half a mile to three miles. It was fashionable and was firmly recommended in a book, *Beauty Training for Ladies*, published in 1824. If we are to believe the evidence from this period as presented by the arts and the contemporary literature we quickly realize how chesty the women were, but also, how relatively thin their legs were.

Are the breasts reduced when the rest of the body weight is reduced?

GUEST PHYSICIAN, DR. C.: Yes. They usually are.

What about reducing the ankles?

DR. KEYS: For a number of women with heavy ankles there is nothing to be done. They simply have heavy ankle bones. Others may have a tendency to puffiness. Some older women have large puffy ankles, especially late in the day when they have been on their feet a lot without actually exercising. They need

POSSIBLE ?

Vogue's Diet Authority

to exercise and to put their feet up. Putting the feet up will help reduce the puffiness.

Can one reduce heavy legs?

DR. KEYS: I wish we had more measurements to show how much of the leg space is occupied by fat. Women who simply have short leg bones and short but thick muscles can do nothing about them.

DR. MAYER: If large legs are due to fat accumulation, or to flabby muscles, controlled exercise should—and does—improve the legs.

What about abdominal fat?

DR. BROBECK: This may be a good place for me to mention a discovery I made the other day, since it has to do with fat in a special location in the body.

I found that I couldn't get my wedding ring off to scrub for a surgical operation. I don't operate often, and in the year or so since the last operation, my hands have gotten fatter, except under my wedding ring. This led me to think about the effect of pressure on subcutaneous tissue. And since this meeting was on my mind, I began to speculate about the design of women's girdles.

A girdle that gives only circular tension around the hips—like a rubber band, the girdle-equivalent of my wedding ring—will actually encourage fat to accumulate on the upper thighs and abdomen. The tension is the wrong way; a girdle should give front-to-back compression.

GUEST PHYSICIAN, DR. A.: The right girdle, however, might be useful in keeping enough tension on the tissues so that neither water nor fat accumulates in the abdominal wall. The fat will then settle elsewhere.

For which cases is dieting the major requirement? And for which cases are spot reduction exercises needed?

GUEST PHYSICIAN, DR. A.: To answer that, one has to divide people into three categories.

The first group are people who are fat all over but basically well-proportioned. For them it is pretty clear that nothing except dieting is going to get rid of weight.

The second group are those who are fat above the waist and thin below, or vice versa. In these people the fat generally seems to leave last from those

areas where it has been "living" the longest.

The third group are those who are not definitely overweight by general standards, but who want to lose in certain spots in order to look better. Dieting for them is probably of questionable value because by the time they have lost enough general fat to get to the target spots they will have lost where they don't want to lose.

To go back (*Continued on page 98*)

SPOT REDUCING BULLETIN

Get rid of fat before it's a fixture. During a diet regimen, fat seems to leave last from those areas where it has been living longest; to leave first from areas where its existence has been brief.

Exercise can shift fat away from certain areas. Walking can be beneficial in spot reducing, but only if the posture is good.

The right girdle may help to keep enough tension on the tissues to prevent accumulation of water and fat in the abdominal wall—shifting the fat elsewhere.

Muscle-tone lost through inertia can be restored, can make a good comeback in middle age—though not as easily as in youth. The formula: exercise of specific muscles in the target spots.

If legs are large—due to fat accumulation or to flabby muscles—controlled exercise will improve matters. If ankles are large because of persistent swelling, see your doctor. To reduce occasional swelling: elevate the feet to get rid of fluids that are there due just to gravity.

Contour of face and chin: possibly improvable by exercise. The exercise: chewing. Food requiring more and slower chewing may help in over-all weight reduction: the satiety mechanism has a better chance to work, should lessen food intake.

Most people can get along with less salt than they are using—cutting down on salt intake will aid the loss of water. If a spot remains puffy, see your doctor.

Further experiments may prove that environmental temperature may have a fascinating relationship to spot reducing—fatness coinciding with exposure to cold; thinness, with exposure to heat.



Their choices from Balenciaga

Left: Mrs. Patrick Guinness, one of the most beautiful brides of last year (of any year, for that matter), photographed in her New York apartment. Balenciaga, who made her wedding dress, makes most of her evening dresses, too—here she wears a scarlet and white organdie ball dress, the skirt a waterfall of bows at the back. Copies, made by Nanty, ready at Saks Fifth Avenue.

Right: Mrs. E. Haring Chandor wearing—with her own easy elegance—Balenciaga's superb tunic evening dress of black silk faille over an underskirt of eyelet embroidered white ruffles, firmly buoyed with a muslin petticoat. The dress, ready in copies by Nanty, at Bergdorf Goodman. The décor, by Baldwin and Martin.

M R S . P A T R I C K G U I N N E S S

M R S . E . H A R I N G C H A N D O R



“BIT BY A SKUNK”

By David Daiches

EDITOR'S NOTE: A delightful man with a heavy moustache, a slight Scots burr, and a light-minded way with conversation, David Daiches is the author of *Two Worlds*, a candid and humane autobiography of his Edinburgh childhood in which his father is the hero. (It has just been published.) Now Daiches is University Lecturer in English at Cambridge University after some sixteen years in the United States, where he taught at times at the University of Chicago and at Cornell. He has made a reputation as a poet and a critic and short story writer, known for the cut of his mind, the deftness of his techniques, his scholarship, and his curiously kind wit. *Vogue* first published a David Daiches sketch in March, 1953.

On Friday, December 8, 1944 Mr. Marshall, works manager of a plastics factory at Leslie, Fife, Scotland, informed me that he had a recurring dream that his left shoe was too big and kept coming off in the street. It was a bitterly cold day, with thick snow lying outside, but in Mr. Marshall's office, where our talk took place, there was a cosy fire burning and everything was very snug. On the other hand, it was a stifling hot day at Hays, Kansas, on Friday, August 3, 1945, when I stood side by side with Dr. Lyman Dwight Wooster, President of Fort Hays Kansas State College, and heard him and his colleagues sing the college anthem.

It was neither hot nor cold, but bright and fairly chilly, on Sunday, March 9, 1941, when Henry Miller informed me, at my apartment in Chicago, that he had recently seen the words “God is Love” chalked in large letters on a wooden shack somewhere on Chicago's west side, and that he had been much impressed by the spectacle.

How do I remember all this? The answer is simple: I keep a diary. From January 1, 1940 (when I rose at 10:45 A.M. feeling surprisingly good considering the amount of whisky I had consumed the previous night) my wife and I have kept an account of our daily adventures. It is nothing elaborate, and generally takes the form of a few lines written by one or the other of us before we go to bed, their purpose being to preserve, for our own future edification, the flavour and quality of each day. The entries are generally meaningless to anyone except ourselves, for they take for granted what we both know about ourselves and our lives, and so will be of little use to any future biographer.

We write just enough so that, turning over the pages years later, we can say to each other: “Oh, *that* was when . . .” On the other hand, when anything really interesting or unusual occurs, or one of us is off on a trip or expedition of any kind, the entries are more amply documentary.

The advantages of this kind of diary are manifold. There

is no pleasanter way of passing an evening than sitting down with a ten- or twelve-year-old diary and reminiscing with your wife about what happened on this and that occasion. There is enormous satisfaction in recalling, for example, that the late Professor Tom Peete Cross presented me with a bottle of excellent apple brandy on April 23, 1943, or that on January 10, 1945, I received a letter from the O.P.A. “supporting our position regarding George and the attic.”

The significance of the first of these items is clear to anybody, but only my wife and I know the dark series of events that led up to our triumphant receipt of a letter from the O.P.A. regarding George and the attic. Some light, however, might be thrown on this matter even for the disinterested observer by relevant comments in earlier pages of the diary. As I leaf back into 1944 (you should know that I was working at the British Embassy, Washington, at the time and we had rented a house in Bethesda, outside Washington), I find that on December 26 my wife called me at the Embassy to inform me that George, our landlady's son, had walked in and announced that he was staying for some time.

As we had rented the whole house, which was small and barely had room for our own family, we naturally resented young George's calm assumption that he could come and live with us whenever he was on holiday from school; it meant, among other things, ousting our young son from his attic bedroom and letting him sleep on the living-room couch. On December 27 I note that I received a letter from my landlady announcing that she had told her son to feel at liberty to use the attic as our rent was so low. (Our rent seemed damnably high to us, but it had recently been compulsorily reduced from an even higher level by the O.P.A.)

I follow this entry with a record that “I have written a suitable letter in reply.” What I did not record was that George, who was crazy about animals, always travelled with a private zoo, and arrived with white mice and a caged rattlesnake. Somehow I didn't think we would ever forget that—and indeed, we haven't.

But the objective reader would receive some clue to what was going on if he went back in the diary to Tuesday, August 15, 1944, the day we moved from a rented house in Chevy Chase Parkway, Washington, to the small house in Bethesda. “It is a nice little house,” I remark, “and we think we're going to like it. We have, however, been left two skunks and a guinea pig in cages in the back yard.” A month later I record, briefly: “Bit by a skunk.” I was carrying it out by its tail before cleaning the cage, and it twisted round and got my finger. So you can see why we were nervous about George.

In addition to purely personal items, however, the diary preserves pieces of information of what might be called

cultural value which the world could ill afford to lose. On July 2, 1949, for example, I was informed by Mr. Robert Frost, at his cottage in Ripton, Vermont, that Ezra Pound, when he lived in London before the first World War, "brought out his tin bath and had a bath in the middle of the floor in the presence of visitors." Frost also told me that once, when he visited A.E. in Dublin, he entered the room where Yeats was sitting talking with A.E. and heard Yeats saying: "A.E., we must absolve the stars." The succeeding paragraph of my record of this conversation is perhaps worth transcribing:

"'A man called me a bastard Vermonter the other day,' said Frost, 'and I called him a Vermont bastard.' Isn't interested in whether his country is New Hampshire or Vermont. Whole regional business amuses him. Born in San Francisco. The family doctor said he'd die in childhood so they didn't bother to send him to school for the first twelve years. Learned to read very late as a result. Used to go down town with his father and eat his sandwich lunch with his father at saloon counters. His mother was born in Leith (Scotland). Described his solid training in Latin grammar in high school. Woman teacher. Taught Virgil and Homer for the grammar merely—'Nobody told us this was great literature.' Used to resent this, and refused to subscribe for a memorial to the teacher, but now thinks it may have been a good thing; he could later come to the works and, reading them in the original, discover their greatness for himself."

But it is the more personal things that I look back on with greatest pleasure. I find that on Friday, November 17, 1944, Professor John Dover Wilson, with whom I was drinking coffee in the restaurant of J. and R. Allan's, Edinburgh, "urged me to found a Secret Society." This, I recollect, was for the purpose of regenerating Scottish culture and had no political implications. On September 22, 1943, when I was working at British Information Services, Rockefeller Center, and commuting from Chappaqua, N. Y., my wife recorded: "Tonight there was another strike of elevator men at Rockefeller Center and David ran down fifty-one flights in six minutes but missed his train anyway."

On December 31, 1940, in Chicago, having slept badly the previous night because there was a mouse in the bedroom, I bought a bottle of Scotch at a special sale for \$1.99. On January 25, 1946, General Eisenhower and I were guest speakers at the Burns dinner of the St. Andrew Society of Washington, D. C., and the General invited me to look in on him at Culzean Castle (in which apartments had been presented to him by the Scottish people) the next time he and I found ourselves in Scotland.

Sometimes a brief entry conceals much vivid drama, as this one, for Sunday, June 16, 1946, four days before we left Washington to return to Britain:

"The Youngs looked in briefly (with grandchild) at four, and Dorothy Dejean looked in at five with some farewell gifts for Billie [my wife] and the children.

We sat in the garden drinking mint juleps. Billie felt queer after feeding Lisbeth [the baby, two months old], and lay down for a spell. I went into the village for hamburgers and Dorothy and I made supper. Billie preferred to doze upstairs. Got the children off to bed. Billie came down, recovered, soon after eight. The Davidsons arrived. Then Dorothy, having had three mint juleps, lay down upstairs and fell into a sound sleep out of which it was impossible to awaken her. She didn't get up, in fact, till Monday morning. The Winnakers arrived at ten. All the guests left

about eleven. I made the baby's formula, and went to bed."

It was the following morning (I note) that we discovered that my wife had left her passport in a barrel of china that had already been packed and moved; but I was able to persuade the consular section of the Embassy to issue a new one right away.

On April 21, 1952 (being now settled in Cambridge, England), I heard the first cuckoo of the season singing in a tree at the bottom of the garden. This year we heard it first on the nineteenth.

All this, and much, much more I call to mind when flicking over the pages of our diary. How else would I know that on March 9, 1941, Somerset Maugham informed me in Chicago that one of the reasons for the fall of France was that clerks in French post offices had made a habit of consistently short-changing people? Or that on March 4, 1942, also in Chicago, my wife went to a diminishing tea? I haven't the remotest idea what a diminishing tea is, but such obscure entries add a spice of mystery to the record.

I do, however, remember very clearly the identity of Dr. David Macfarlane, President of Kansas State Teachers College of Emporia, and I know exactly what is referred to in the entry for August 7, 1945: "Spent the evening with Macfarlane and his friend the philosophical shoemaker watching Santa Fe freight engines at the marshalling yards at Emporia."

If one's life has been divided between Britain and America, as mine has these last sixteen years, a diary is particularly valuable, for a couple of lines can place you in the atmosphere of some particular spot in the other country: Hays, Kansas, in a blazing August temperature of one hundred six; Washington in the crazy final years of the war—I can bring them all back as I sit here in my Cambridgeshire cottage just by flicking the pages of my diary. "Alan and I sat through the Cornell-Syracuse game in hail, snow, and sleet" (November 5, 1949); "I brought in hamburgers and apple pie from the Dog House and thus we dined" (12 February, 1941); "Talked with a U. S. soldier at a pub in Parliament Street and discovered that his greatest trouble here was the coinage" (November 6, 1945); "The bar of the officers' mess had been recently fitted up, out of the old timbers of a blitzed York pub, very authentically antique looking, and called Ye Anglers' Rest" (November 29, 1944); "Picked wild raspberries by the railway embankment most of the morning, while Alan went round with the milk cart" (1 August, 1950)—it's not difficult to spot the country in any of these.

A total of six days are blank in the whole series. I can not remember anything about those days, and I do not know whether their blankness is due to sheer uneventfulness, to laziness or forgetfulness, or to the ineffability of what occurred. If it had been ineffability, surely I should have remembered, for the inexpressible is bound to be memorable. I suspect that they were days so suffused with ordinariness that there just seemed no point in making a record of them. But I know better now than to leave such days unrecorded; it is precisely the ordinary days, the *daily* days as it were, whose memory evokes most precisely the time and place of their occurrence. The sort of thing I like to mull over is represented by this unexciting entry, from my days as a Cornell professor:

"Usual morning routine, helping Jen with her practising etc. Office at 9. Classes 10, 11. Home for lunch. Seminar 4-6. Home at 6. Martinis. Bailey Hall concert afterwards—Elena Nikolaidis, contralto, good. Bill Oehler managed to get himself photographed on the arm of her chair. Snow."



MASTERS STIMULATED BY MASTERS

Eighteen masterpieces from the new exhibition,
"Pictures Collected by Yale Alumni"

In this triple parlay of masters stimulated by other masters of differing generations there lies a double parlay between Yale graduates and Yale undergraduates. Now students are studying two hundred and fifty paintings, drawings, and water colours collected by one hundred and two alumni, and exhibited through June 18 in the Yale University Art Gallery. (Cézanne once said: "The Louvre is the book in which we learn to read.") Many of the works have never or rarely been lent before. They have come from collections ranging from Rome to San Francisco; they include paintings by living artists and paintings five hundred years old. Art is the Yale tradition since Elihu Yale (who gave his name but not his works of art) was an extravagant collector who owned at his death some nine thousand paintings, particularly Dutch Masters. The first great collection given in 1832 to Yale was that of the painter, Colonel John Trumbull, and it was then housed in Yale's Trumbull Gallery, at that time the only art museum at a university in this country.

MATISSE (1860-1953)

"The Terrace"

COLLECTOR: WALTER BARRETT '40



MANET (1832-1883)

"Jeune femme étendue en costume espagnol"

COLLECTOR: STEPHEN C. CLARK '03



GOYA (1746-1828)

"La Princesa de la Paz"

COLLECTOR: J. WATSON WEBB '07



The line of the body, especially the curve of the female body, absorbed these three painters. Matisse had an affinity for Manet, and Manet studied the great Spaniard, Goya.

LEGER (1881-1955)

"Paysage animé"

COLLECTOR: GEORGE HEARD HAMILTON '32



ROUSSEAU (1844-1910)

"Flamingos"

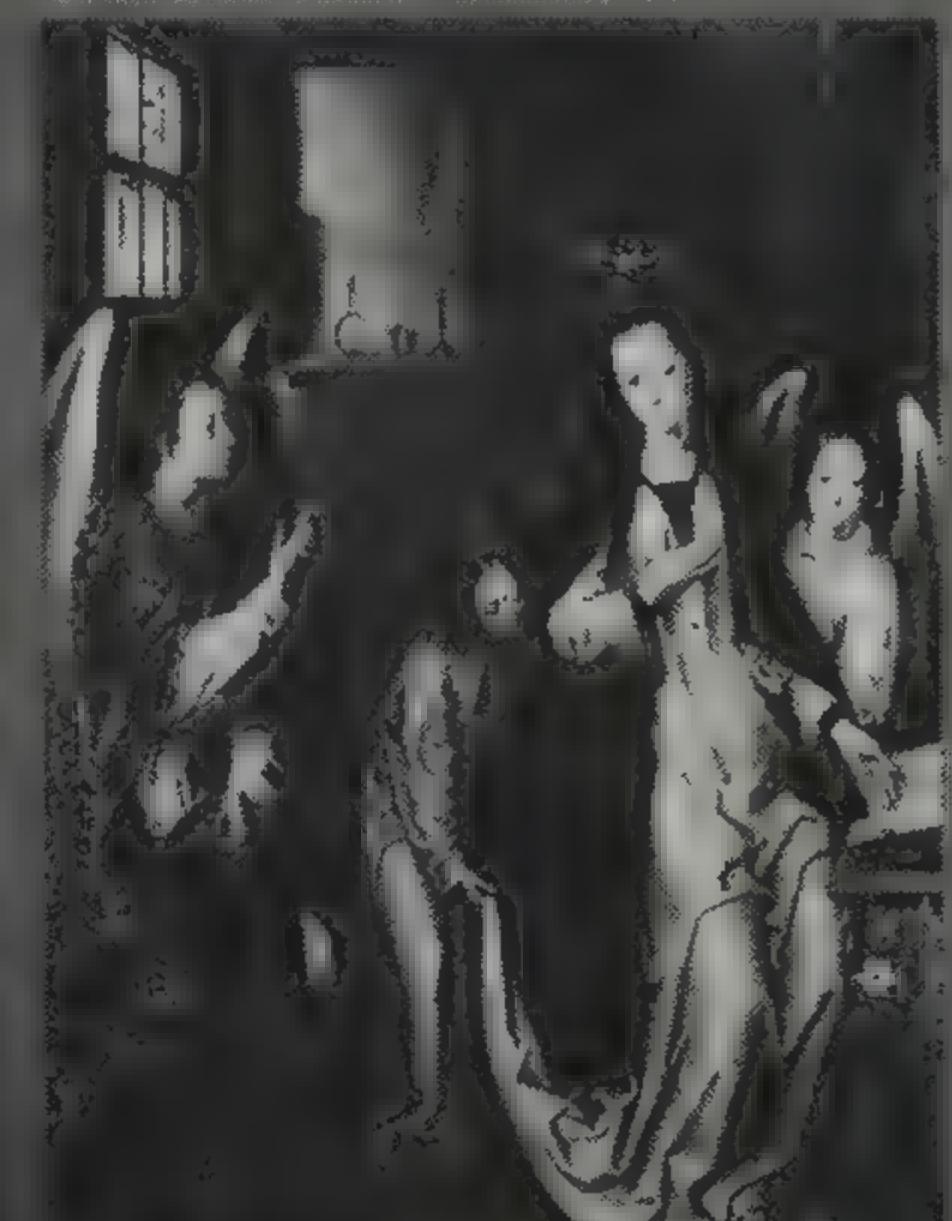
COLLECTOR: CHARLES S. PAYSON '21



MEMLING (1430?-1495)

"Annunciation"

COLLECTOR: ROBERT LEHMAN '13



Léger loved and admired the primitives, but of all the primitives, his kinship, admitted by him, lay closest to Rousseau who painted with the same simplicity of vision as the Flemish Memling.

DAUMIER (1808-1879)

"Don Quixote and Sancho Panza"

HOGARTH (1697-1764)

"The Beggar's Opera"

COLLECTOR: CHARLES S. PAYSON, '21

COLLECTOR: WILMARSH S. LEWIS, '18



These are the dissenters of reality, painters who were interested in noting down their own period—Bonnard who had a kinship with Daumier, and Daumier with William Hogarth.

HARTLEY (1877-1943)

"Portrait of Lincoln"

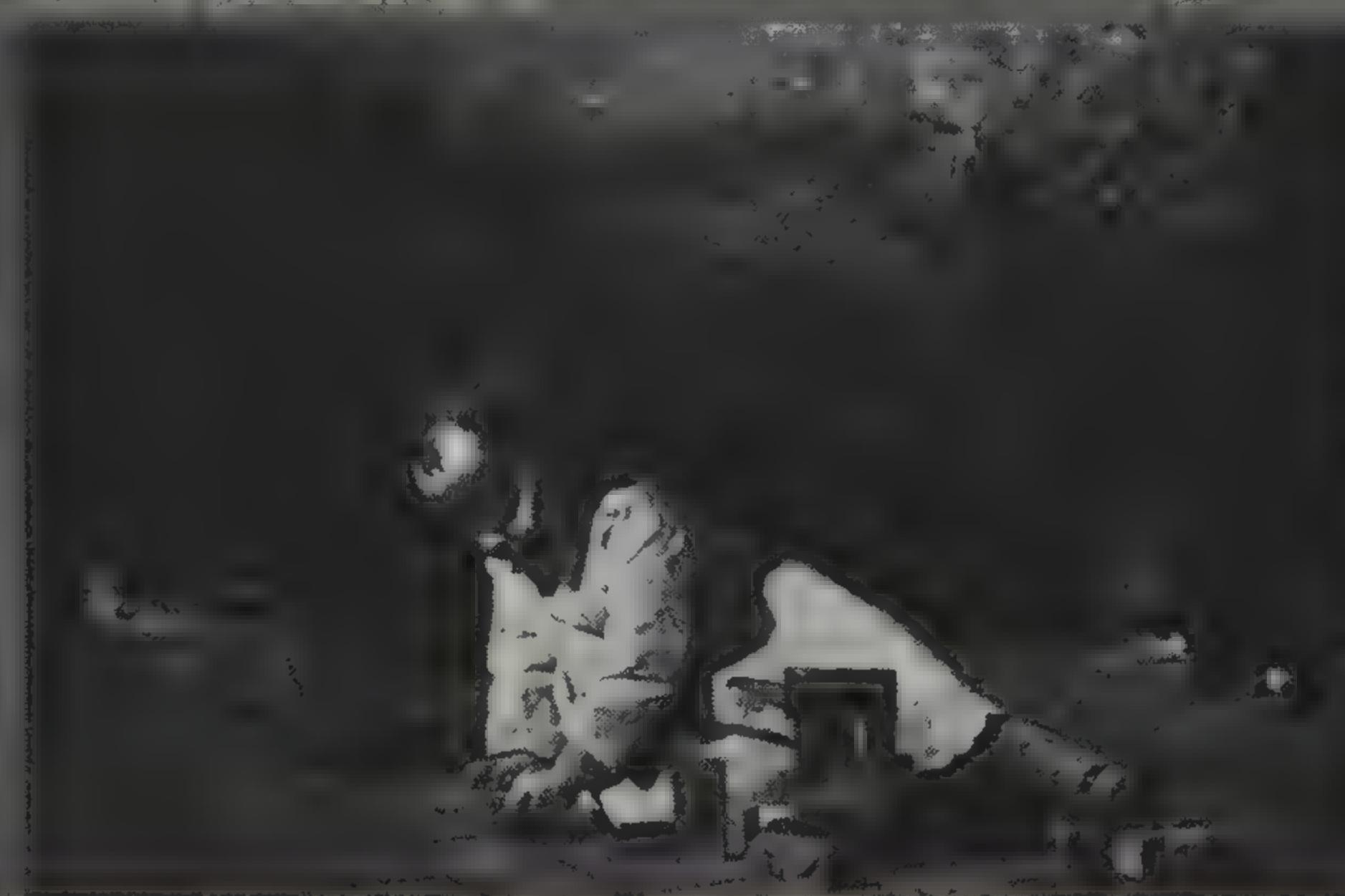
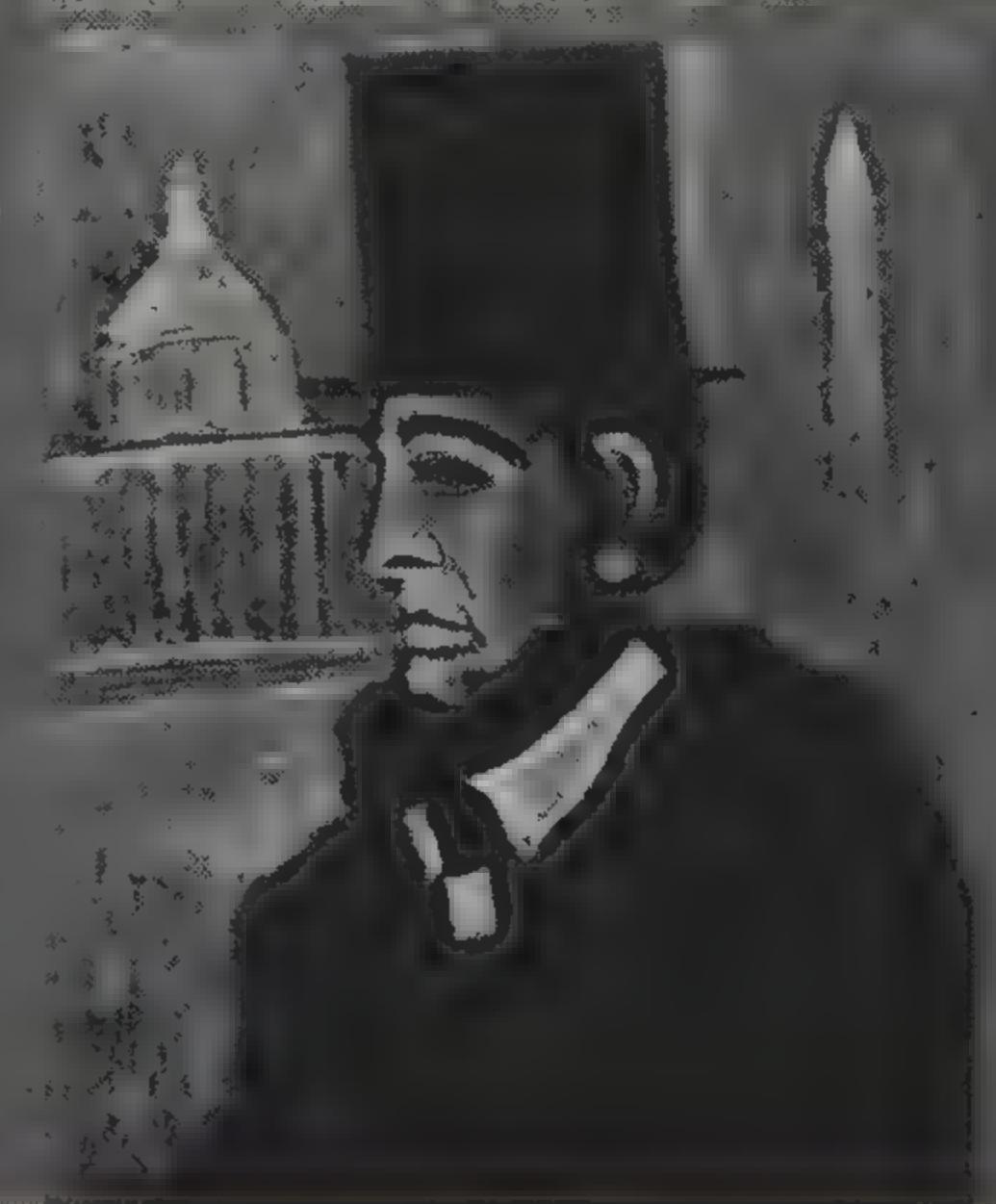
EAKINS (1844-1916)

"Baby at Play"

EARL (1751-1801)

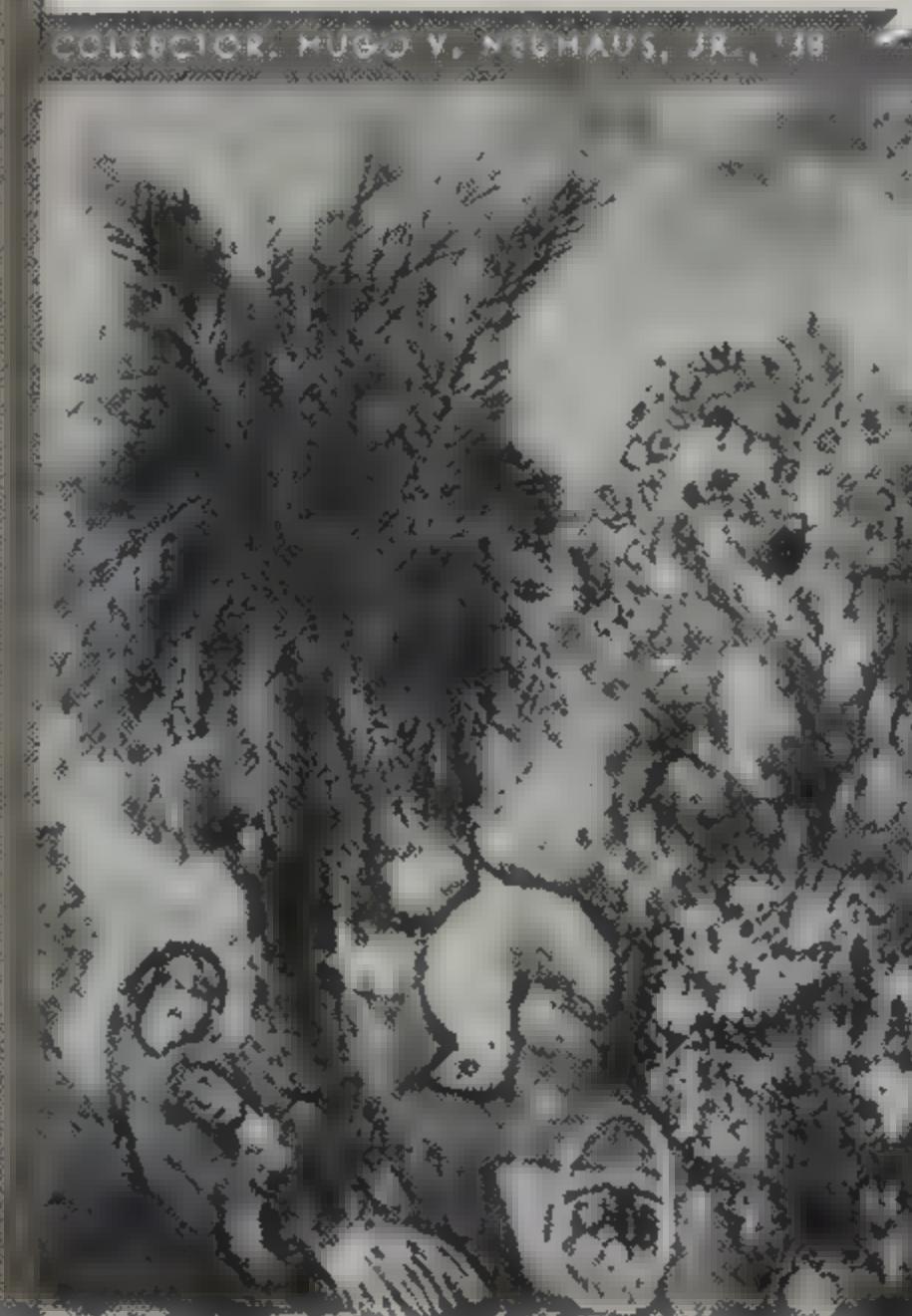
"Nathaniel Shaw Woodbridge and his daughter, Mary"

The American scene was among the interests of these three painters. Hartley showed his distant cousinship to the Philadelphian Eakins who showed his to Earl, a stern artist with a hard eye on reality.



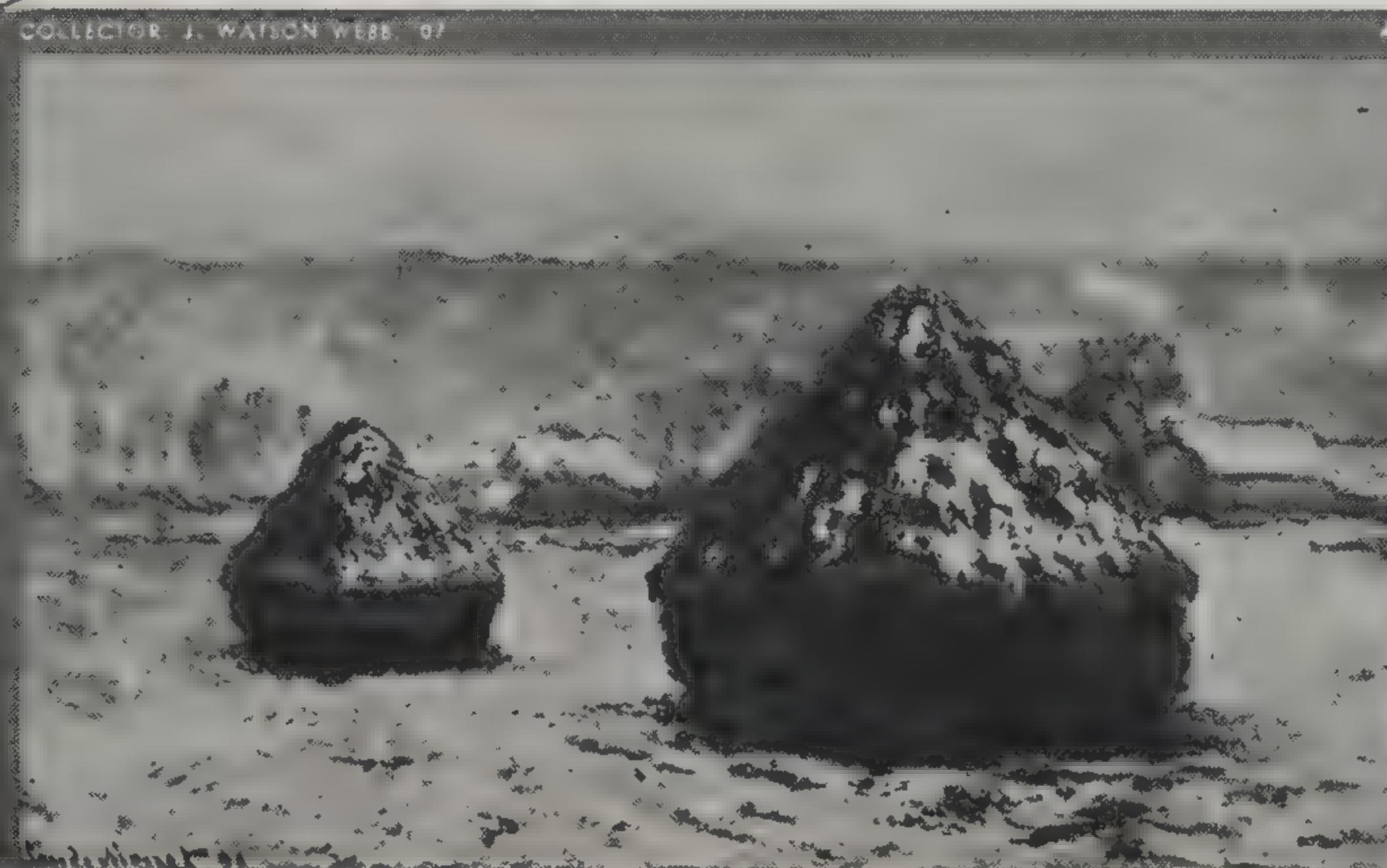
CHAGALL (1887-)

"Le palmier"



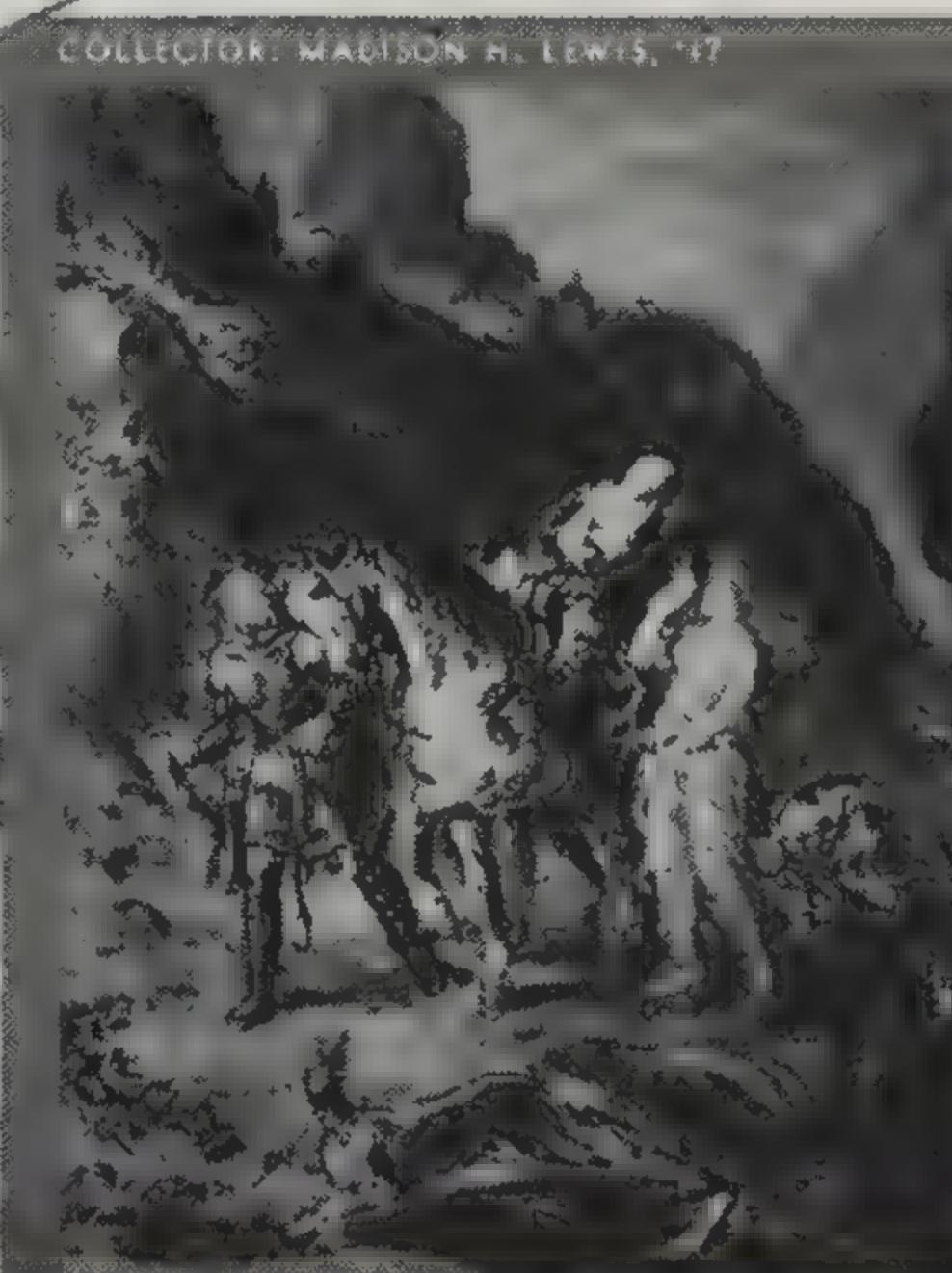
MONET (1840-1926)

"Landscape—Haystacks in Snow"



DELACROIX (1798-1863)

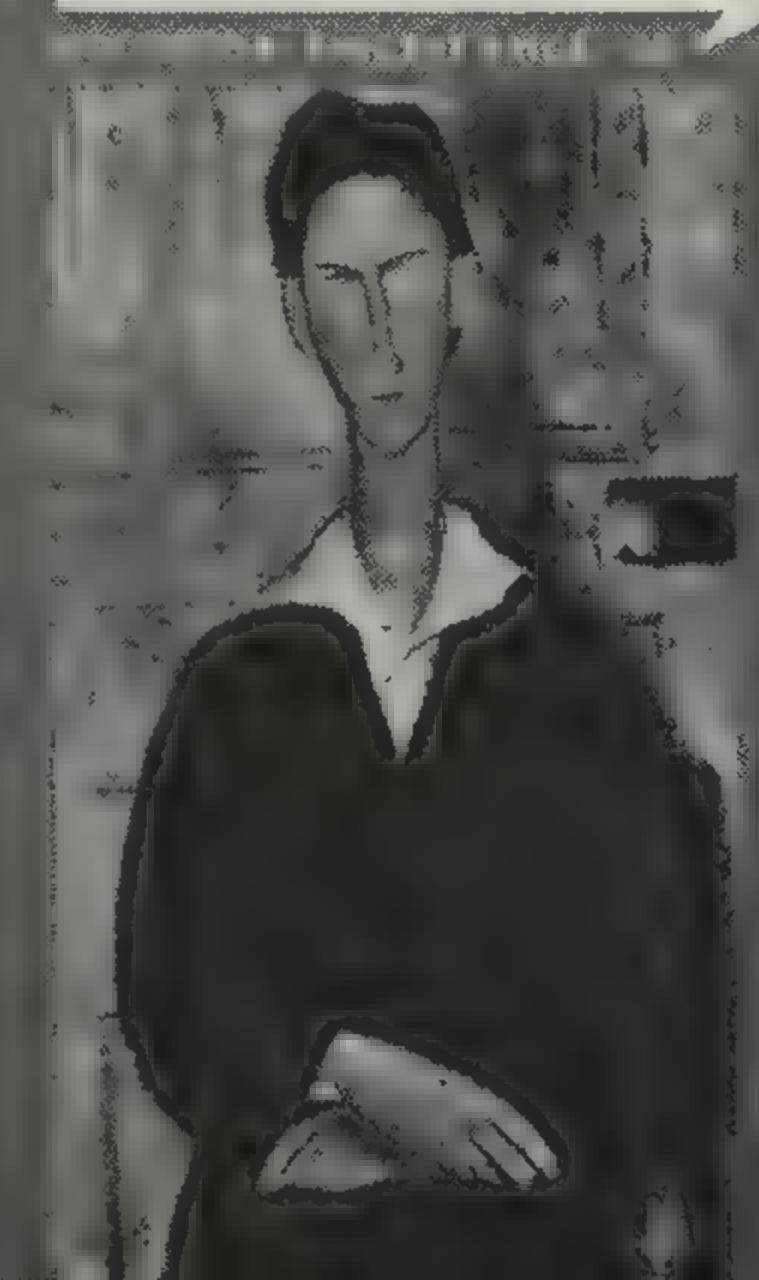
"Angélique et Médor"



These men, the colourists, studied many other colourists, but the colour genealogical line runs back from the emotional Chagall to the Impressionist, Monet, and he, like many of his generation, went back to Delacroix.

MODIGLIANI (1884-1920)

"Adam"



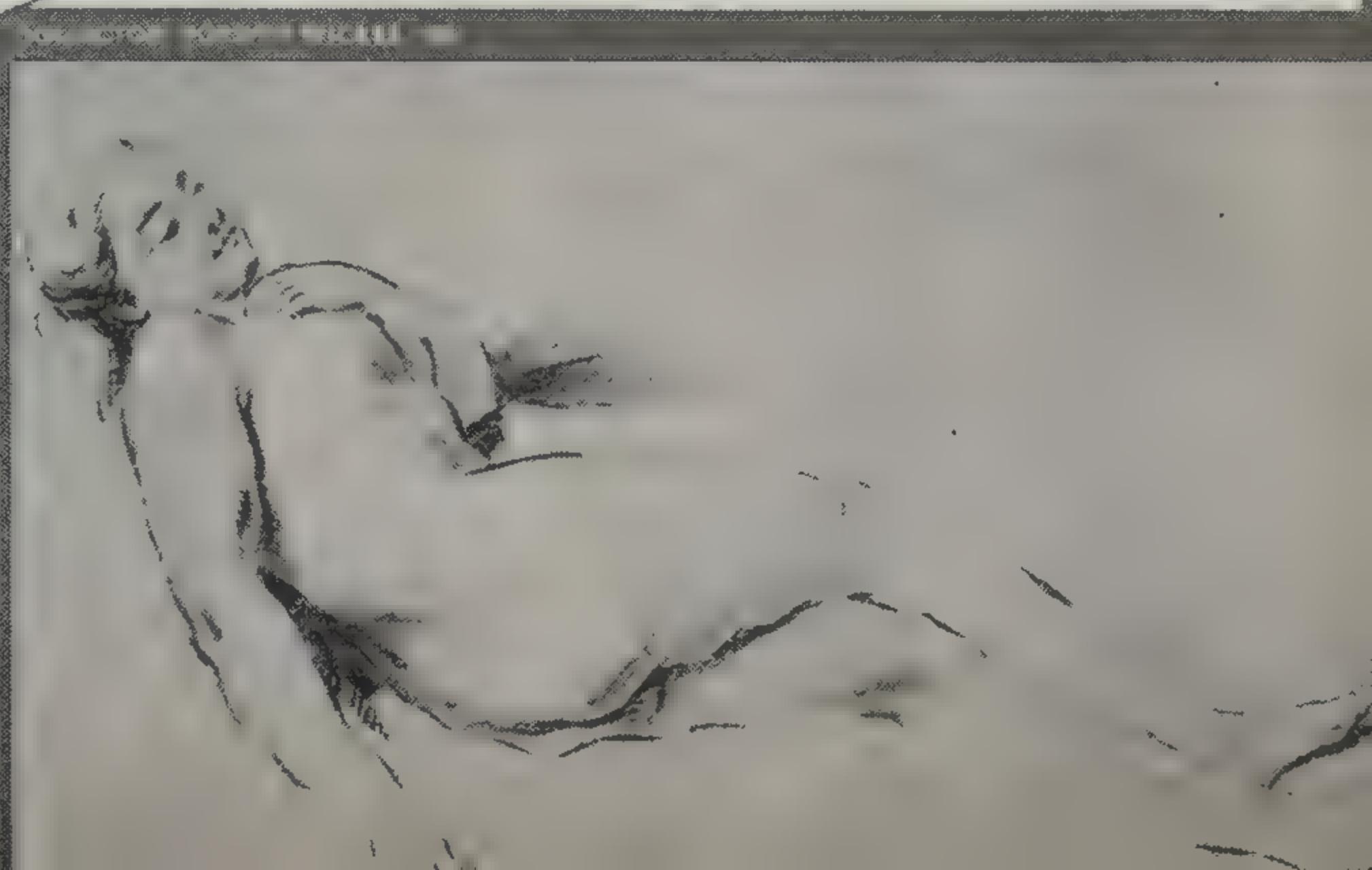
RENOIR (1841-1919)

"La baigneuse debout dans l'eau"



BOUCHER (1703-1770)

"Nude Lying on Side"



Form, sculptural form, absorbed these painters. Although Modigliani disliked the man, Renoir, he learned from the paintings of Renoir who in turn learned from all the nudists—the great Italians, the great French, including Francois Boucher.

PINITO DEL ORO

QUEEN OF THE CIRCUS TRAPEZE



With no net below, this star of the Ringling Bros. and Barnum & Bailey Circus balances, in jet-and-silver isolation, on the swinging pendulum of a trapeze hung fifty feet above the ring. Standing on her toes, her hands never touching the ropes, she swings the trapeze in a slow, relentless tango, a *perpetuum mobile* in which she herself scarcely ripples. Finally she stands on her head—the floating trapeze suddenly held motionless by sheer balance—and carefully, elegantly combs her siren-esque dark hair. In deep-rooted circus tradition, Del Oro, a slight Spanish girl with an early-bloom beauty, contrives to make her unique act seem blithe and easy. Her father, a tightwire man, who owned the biggest circus in Spain, started his daughter's training when she was six—in the Canary Islands. To perfect her present act, the only one of its kind, took four years and two bad falls; both falls were broken by her husband who stands nightly in the ring while she flies. These circus photographs were taken by the painter and sculptor, Edward Kasper.



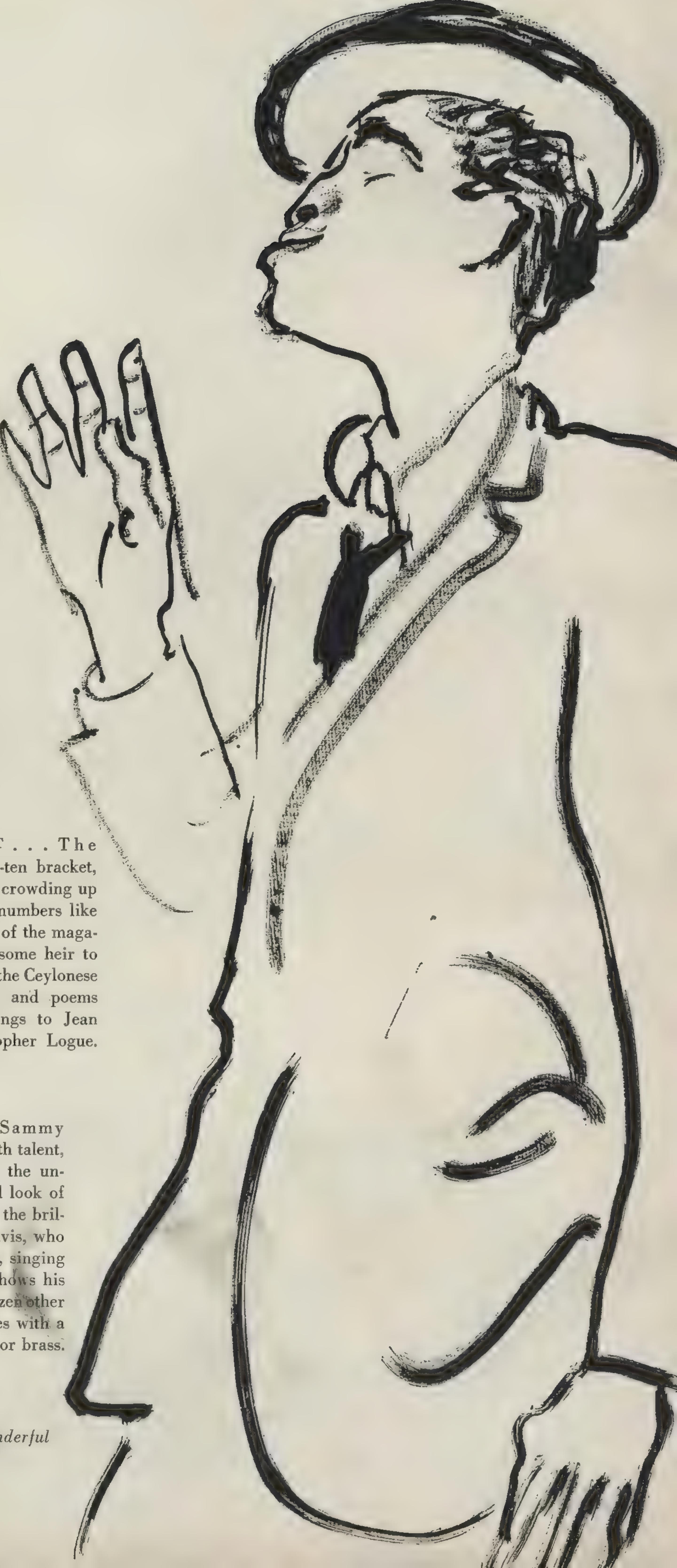
PEOPLE ARE TALKING ABOUT...

PEOPLE ARE TALKING ABOUT . . . The farm vote, so far neither here nor there, but speculating cagily on which party grows the greenest grass. . . . 8-MOP, a sun protection pill said to bring on a mild reddening, then a high-speed tan. . . . The Russian movie, *The Ballet of Romeo and Juliet*, with the astonishing forty-six-year-old Soviet ballerina, Galina Ulanova, to whom dancing seems the natural method of motion and the air the natural place in which to move; her broad, plain, Slavic face, absence of waistline, and enormously broad behind detract not one flicker from the impression she gives of a willful, gentle, magnetically young Juliet. . . . The cries of critical pleasure over *Joey*, another of those TV dramas about another lad who can't get his words out but is full of dumb anguish that quit being anguish when he was taken up by a strip-teaser—he also found his voice.

PEOPLE ARE TALKING ABOUT . . . The paradox porridge of pop tune hits in the top-ten bracket, with lumps of coarse-ground rock 'n' roll songs crowding up through the sugar and cream of instrumental numbers like "The Poor People of Paris." . . . The launching of the magazine, *Poetry London-New York*, a small, handsome heir to the famous *Poetry London*, and like it, edited by the Ceylonese poet, Tambimuttu, with well-spiked criticism and poems ranging from the unpunctuated e. e. cummings to Jean Garrigue and the young British poet, Christopher Logue.

PEOPLE ARE TALKING ABOUT . . . Sammy Davis, Jr. (right), a meagre, sharp, fellow crammed with talent, who wanders through a big, shapeless musical, with the unfortunate title, *Mr. Wonderful*. The plot has the doped look of a horse coming in last, and the lyrics rarely rise above the brilliance of "Ethel, Baby." In spite of all that, young Davis, who began his professional life when he was two years old, singing "I'll Be Glad When You're Dead You Rascal You," shows his magic even in this mussy affair when he mimics half a dozen other singers, takes a few turns on the drums, and tap-dances with a velvety touch. Most of the time, however, he is scored for brass.

Sammy Davis, Jr., in *Mr. Wonderful*



PEOPLE ARE TALKING ABOUT . . . René Bouché's joyful, frills-and-frippery costumes and sets (sketch, right) for the Antony Tudor ballet, "Offenbach in the Underworld." A witty ballet, first performed last season, it was redesigned this spring and danced, during the New York run of Ballet Theatre, to a different score, heady and nostalgic; shown here, Bouché's costume sketch for the pivotal characters—an operetta star and a grand duke, the obvious prize in a maze of cross-flirtations rippling through the village square in a small French town. Practically nothing happens, but in the most enravishing way.

PEOPLE ARE TALKING ABOUT . . . "Ranch-type Tudor," a rangy note in architecture coined, it seems, by a Connecticut real-estate broker. . . . *The Presence of Grace*, a collection of short stories by J. F. Powers, whose still, semi-clerical style and quick gift for highlighting detail often penetrate reluctant areas of the mind. . . . William Holden as a real mean Marine Colonel and Deborah Kerr who looks both beautiful and beat-up as a Red Cross girl in *The Proud and Profane*, a war movie without combat scenes. . . . Heaven and Hell, the name of a London coffee bar on two levels; Heaven is rosy and has cherubs; Hell, of Stygian darkness lit only by the red eyes of devils, gets most of the customers.



René Bouché's costume sketch for "Offenbach in the Underworld"

PEOPLE ARE TALKING ABOUT . . . Gregory Peck's powerful allure as the Man in *The Man in the Gray Flannel Suit*, a big, sprawling movie-type movie with a few thoroughly irritating *gaffes*, but also with superb patches of convincing post-war Americana—the well-bred smash-and-grab of business lunches; husband and wife talk at home where the protective colouring of the gray flannel suit fades fast; and one desperately endearing shot of Peck scolding the children for sneaking out of bed to watch Western movies on TV, then becoming completely mesmerized himself so that he goes on watching long after the children have been re-bedded. Curiously divorced from all this are the long flash-backs of jungle fighting during the War, which seem like quite another movie, with a violent *Guernica* quality in the wide-screen shots of thick, ferny foliage, dust, and spilled guts.

PEOPLE ARE TALKING ABOUT . . . The attendant at the Tate Gallery in London who gives chats on art, delivered in an affable, glutinous Cockney: "When I first came 'ere, I liked a picture to be a picture, but I soon rather got to like the Impressionist touch. . . . You see, in art a picture may be a bad picture, but it can still be good *art*, if you see what I mean."

RK Bouché.

PEOPLE ARE TALKING ABOUT . . . The game of conversing in movie clichés: "Saddle up, pard, and we'll cut 'em off at the gulch," the gulch being Schrafft's. . . . Enrique Villegas, an agreeable double-bounce charmer from the Argentine, whose jazz piano (on a new Columbia LP) gives bluesie old stand-bys a sound of having been roughed up by Béla Bartók. . . . *A Difficult Young Man*, by Martin Boyd, whose family novel allows him to take winging shots at whatever subject amuses him in either England, France, or Australia. He injects such niceties as: "In those days education was not intended to fit a boy to earn his living, but to make him a certain kind of person," and he follows that by this quotation, "Desmond MacCarthy once said that good society was an association of people to give each other pleasure, while second-rate society was competitive."



Beginning here,
a 12-page look at
summer dress news

New summer blacks

Summer dresses in variety—which is exactly how you need them in hot weather. These are the smart little runabouts, with a lot of *effortless* dash and enough news to lift them well out of the “uniform” category.

On these and the next two pages—summer blacks, early starters (like now, for instance), and a firmly established fashion both here and in Paris.

Left: This summer's black linen sheath—softened with draping and bows. Add a free-wheeling jacket by day, and a trove of jewels by night. Dress of Moygashel linen (about \$50), and rhinestone jewellery:

by Eisenberg. These, MM bag, and Echo scarf: Rosette Pennington. Dress, also at Miller & Rhoads; Joske's.

Right: Synonym for allure—the gentle rimming of white organdie on a high-banded black crêpe sheath.

By Paul Parnes, in Avisco rayon and acetate, about \$60.

Dress, embroidered white organdie hat by Gardner,

Coblentz bag: Bonwit Teller. Dress, also at The Broadway.



Summer black—
name the hour



Four degrees of summer dress shown here,
from early morning to late day and dinner—all totally black.

Far left: Good hot-weather starter, for the day,
for the season—cotton faille dress by Madeleine Fauth,
in junior sizes. \$30. Jay Thorpe; Woodward & Lothrop.

Directly left: For a cocktail party or a don't dress
evening—slender, box-pleated black voile dress.
By Nelly Don, in a Guild cotton, about \$18. Dayton's;
Frost Bros. Rippling white organdie plateau: John Frederics.

Directly below: For a little dinner in town (or in
any city in Europe, for that matter), black silk shantung,
tied at the shoulders, the day-length skirt an organized flutter.

By Harvey Berin, \$70. Richelieu bracelet. Both, at
Bergdorf Goodman. Dress, also at Sakowitz. Satin hair-bow: Emme.

Right: The news here, back panels (an idea that
drifted in from Paris) and the lifted waist. A short
evening dress, by Kay Selig of cotton crêpe, in junior sizes.
About \$30. Saks Fifth Avenue; Frederick & Nelson.



PRIGENT





In clover
pink:
summer
dresses

Left: Daily order of
clover-pink for the city,
hot or cool—sleeveless
sheath of Everglaze cotton twill
with a coat (linen-y Avisco rayon
by Folker) that can slip cover
other sheaths of other colours.
Both, by Alex Colman.
Costume, \$30.

Saks Fifth Avenue; Hutzler's.

Right: In clover and cut
for events from five o'clock on—
this sheath of the pretty new
Alcé linen damask, with
a jewelled buckle giving a lift
to its waist. By David Levine, \$50.
Saks Fifth Avenue; Harzfeld's.





Summer dress-news— clover-leaf green

Left: Clover-leaf linen—a linen look that's cool, airy fashion

with a light amount of the new blousing above the waist, and a cut that's bare in the nicest possible way.

By Adele Simpson, \$50.

Bergdorf Goodman:

Wanamaker's, Phila.

Right: Another cool cut that

manages to be perfectly polite about its bareness—a sheath of clover-green linen, eased lightly over the hipline.

By Harvey Berin,
in Moygashel linen, about \$70.

Bergdorf Goodman: I. Magnin.



Most fashion dash— city whites

Antidote for a humid, listless day in town: the shock value of cool, unperturbed white. Cleaners' bills? Certainly.

But remember to subtract them from the *result*—a lifted audience.

Facing page: To rejoice some summer roof top, or an air-cooled restaurant—a gentle princesse dress by Dior-New York, of acetate, Acrilan, and silk brocade (Sekers fabric); \$135. Bonwit Teller; Harzfeld's. Emme veiled hair-bow.

Directly left: No cleaning bills here—a skirt and blouse of pleated white Dacron, sashed widely in blue. By B. H. Wragge, \$50. Bonwit Teller; Nan Duskin.

Below, left: White piqué, this, banded and tucked, and we have two guesses about it—it's a good waltzer, and it came in a red silk coat. Dress, by Kane Weill, \$30. This, the Dalsheim necklace, Saks Fifth Avenue. Dress, also Neiman-Marcus.

Below, right: White piqué carved to a high waist by bands that crisscross at the back. (Think of it under a nice, blowy black silk coat.) Dress by McMullen, \$30; Dalsheim jewellery: Lord & Taylor. Dress, also at Vandervoort's.







Summer evenings—
ice-floe print;
the breeze
of chiffon

Left: Bare, bowed, day-length—and printed in almost coldly delicious shades of turquoise. By Kasper, of Signature cotton lawn. \$50. Dress, Napier earrings, Wear-Right gloves: Lord & Taylor. Dress, also at Hudson's; Dayton's.

Right: Chiffon—probably the fabric of the season—blowing over the shoulders, away from a close-belted waist. By Sylvan Rich, of Stern & Stern yellow silk chiffon. \$110. Dress and Weiss jewellery: Henri Bendel. Dress, also at Marshall Field; Frost Bros.





KAREN RADKAI



Summer coats— coming in very well dressed

Here, in good time, and it's hard to imagine them in better form: the breezy coats that every woman banks on for summer (both these have dresses as part of their design).

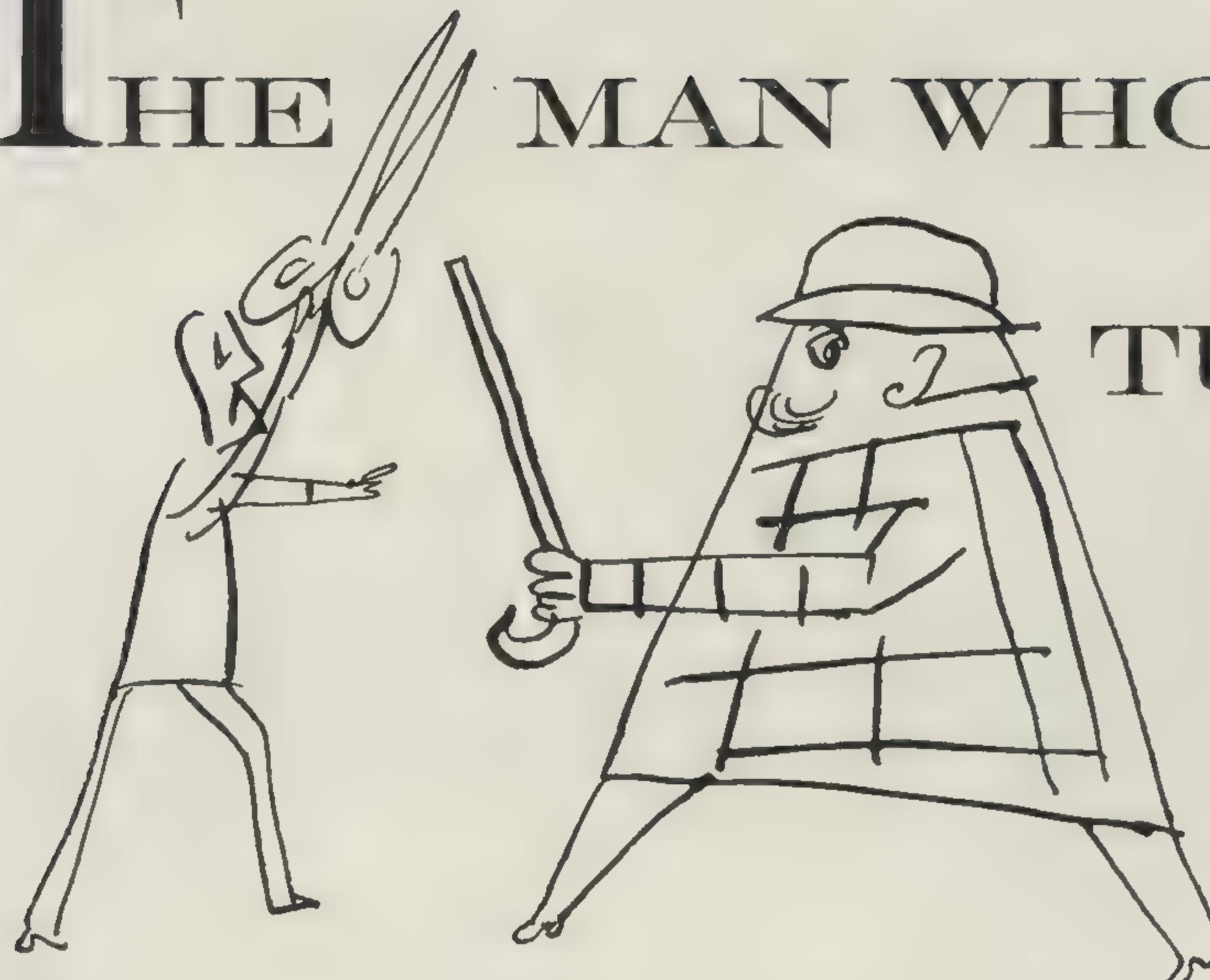
Left: The new canvas summer-coat—neat as a pin and not much wider, with pockets placing the focus high. Of Wellington Sears pale-beige cotton; about \$25.

The sheath it's breezing over here, a mulberry cotton print; about \$35. Both, by Donald Brooks-Darbury; in junior sizes. Costume, Dachette hat, Bienen-Davis bag: Lord & Taylor. Costume, also at Hudson's; Neiman-Marcus.

Right: Summer cardigan, the white coat, here in a heavy linen-y fabric with slit sides (a Folker fabric of Avisco rayon).

It's the showcase for a dotted violet silk dress. Both, by Miss Cane; about \$50. Costume, Hansen cotton gloves, Coblenz bag: Bonwit Teller. Costume, also Hutzler's; Joseph Magnin. Emme hat.

"THE MAN WHO



TUSHED AWAY EARLS"

By Geoffrey Willans

It is said that the hallmark of a gentleman is that he is only rude intentionally. One never knew with Uncle Harry whether he was rude intentionally or not, but he was certainly rude to nearly everybody. However, if you wear a bowler hat, stuff a clove carnation into the lapel of a well-cut jacket, and boast silver hair as well as shoes cut by Lobb, you can get away with arrogance in London, even with taxi drivers.

"What have you got up, cabby?" Uncle Harry would say, giving a sixpenny tip (a gesture for which I would have been roundly abused, but the driver actually thanked Uncle Harry).

So it was with porters, club servants, waiters, doormen, and those fellows who flick you with clothes brushes. In fact, among all of us, whether relations or servants, there was only one man who stood no nonsense from Uncle Harry. This was Loftus, the man who cut his clothes in Savile Row—an irascible little man who had been quarrelling with Uncle Harry, and even bullying him, for twenty-five years.

I well remember the first time Uncle Harry took me along with him to Looper & Looper, Ltd. It was when I was still a small boy, and I was placed to sit on the counter of the fitting room among the rolls of tweed. In those days Uncle Harry never ordered fewer than four suits at a time and it was, I remember, a remarkable if slightly embarrassing sight to see him standing before a long mirror in his underpants, yet attired on top in a morning coat.

Loftus was a typical little Cockney with quick hands and a tape measure round his shoulder. There was no sign of the man who spoke sharply to dukes, who tushed away the wishes of earls, and had even refused to cut a suit at all for a millionaire. Then it came:

"Those braces! Look at 'em! Just look at 'em!"

I trembled. Apart from the fact that I never believed that anyone could dare to speak to Uncle Harry like that, I knew that Uncle Harry took particular pride in the braces he wore. He had frequently shown me his collection—there were Moroccan braces, Italian braces, fancy-flowered braces from Berlin, red silk from Paris, braces from Charvet, and from Sulka. There was even a huge leather pair, like a horse's halter, from Madrid. It was these he was wearing now.

"Suppose," said Loftus, "you had an accident in the street and were found to be wearing *those*?"

This I have always supposed to be the warning mothers issued to their daughters in respect to clean underclothes.

Nevertheless Uncle Harry seemed to turn pale.

"What d'you mean, y'damned fool, Loftus?" he growled. "They're Spanish. Picked 'em up in Madrid."

I could see he was shaken.

"It's not you I'm thinking about," said Loftus, severely. "It's me. I have a reputation to think of. I'm going to send out at once for a proper pair."

And he did. They were grey silk and very sober. They made the trousers hang perfectly. From that moment I have viewed Loftus with a respect that continues to this day. He would not have got away with it if he had not been a genius, particularly with the shoulders and hips, but that made no difference in his achievement.

Although I have never been able to detect any change in Uncle Harry's appearance, there was no doubt he was younger then. It was that heyday when he had a valet and used to send down to Wilton's for a couple of dozen oysters when he felt like them of a morning. With the years, however, one supposes (although it is difficult to imagine) that he had grown more impossible—and the same can be said of Loftus. At all events, he never lost that moral ascendancy over Uncle Harry which he had demonstrated—indeed, as Uncle Harry now ordered one suit instead of four, it was probably greater than ever.

Then one day the Incident happened. I shall never know what caused it—probably some tiff over a tweed. Or it may have been a disparaging remark about a drape. I don't know—and probably neither Loftus nor Uncle Harry does, either. *Something happened*, that is certain, which caused Uncle Harry to call Loftus a "damned old fool."

"Old," that was the trouble. Age was Loftus' Achilles' heel, for the time when he put down his vast cutting scissors on the Looper & Looper board for the last time was one of which he lived in dread.

"I beg your pardon," he said. "Sir."

And he walked out of the fitting room, sending in Mr. Froome. My Uncle refused to deal with Mr. Froome. Mr. Froome went out and called Mr. Strapp, the proprietor, and Mr. James, his partner. Mr. Strapp placated Uncle Harry; Mr. James placated Loftus.

The result was that Loftus walked back in a marked manner and ripped off the sleeve of the new suit he was fitting in terrible silence.

"A lovely day," said Uncle Harry, at last.

"Yes."

"Hope it will continue."

"Yes, indeed."

Probably Uncle Harry had some sense of guilt at having provoked the incident. At all events, he was undoubtedly trying to be affable when he pointed to the hieroglyphics in Loftus' notebook.

"This is all about me, I suppose?"

"Yes," said Loftus. "Sir."

"T. I. T. What's that?"

"Thick in thigh."

"What the devil's that?"

"It means," said Loftus, airily indifferent, "that you have a prominent seat. That's all. Will you stand this way, please?"

Uncle Harry was thunderstruck. A prominent seat. A large—Never in his life had he dreamed of such a thing! It was as if a doctor had informed him that he had contracted the plague. Thick in thigh—and he had been going about like that for years.

He managed to conceal his horror from Loftus. He wasn't going to give the fellow the satisfaction of knowing how mortally he had wounded him. He dressed and had Mr. Froome call him a taxi. Mr. Froome bowed, Mr. James bowed, Mr. Strapp bowed, but Uncle Harry rushed past them at speed, a stricken soul.

It was evening when I arrived at the flat in St. James's to change for a dance. I found the curtains drawn and the sitting room lit with a single standard lamp. Uncle Harry, wrapped in a purple silk dressing gown, was pacing up and down.

"One thing I can't stand in life," he said, wagging his finger, "is treachery."

I agreed. This was probably some tiff with his ancient flame Lady Braidcombe or one of his cronies at the Equitation Club.

"Daren't show myself outside again," he went on. "I shall go abroad. No other course." He blinked and added: "It means the end of the Club."

The Club was, of course, the Equitation—a very large, gloomy building off Piccadilly, full of huge oil paintings of cavalry charges. Uncle Harry loved the Club. He loved his long harangues with his white-moustached friends, Tim Whiffen, Giles Oxenblood, "Pips" Stammers, and a lot of other old gentlemen who shared not only membership of the Club, but that impeccable cut of jacket which only Loftus of Looper & Looper, Savile Row, could give.

Resignation would, indeed, be a bitter blow to Uncle Harry. I hoped he would change his mind by next morning. He did not. He refused to leave the flat for several days and when he finally ventured forth, in a loosely draped check overcoat, it was to visit Elvira Braidcombe.

Elvira and Uncle Harry had had a notorious *affaire* in 1918, to the great relief of my Aunt who saw little of Uncle Harry for nearly a year. By that time Elvira Braidcombe had had enough and gave him back, but they had remained on terms of sentimental friendship ever since. It was natural, therefore, that Uncle Harry should seek consolation with her.

It took him some time to begin, but finally he told her his trouble in detail. Long before the end, however, he was aware that Elvira was having difficulty in keeping her face straight. Then she giggled, suppressed it, giggled again, and finally roared with laughter.

Uncle Harry gave her a look and stamped out of the room, slamming the door. He took himself back to the flat from which he only emerged to go into the Turkish baths in Jermyn Street. My Aunt became distraught at having him about all day instead of at the Club, and she appealed to me for help.

The only thing I could think of was to go and see Loftus. A tactful lie might restore the situation. Loftus greeted me cordially enough and I explained the situation.

"Cor," said Loftus, when I had finished. "I cut him a Loftus special and this is what I get. You'd think he was old enough to know better. You just send him round to me and I'll talk some sense into him."

"Behaving like that," he added.

But I knew Loftus was fond of Uncle Harry and would do what he could. But could I persuade Uncle Harry to see him? It was not as difficult as I had imagined, because secretly Uncle Harry wanted to see Loftus more than anyone else in the world. He grumbled like mad, of course, but he agreed to go.

Two days later I was called to the telephone in the Mess. It was Uncle Harry.

"Good day to you, my boy," he said, jovially. "Good day. Come and lunch with me tomorrow? The Club."

So he was going back to the Club? That could only mean one thing—that Loftus had healed the wound he had inflicted. But how could he have done it? It was with some curiosity that I arrived at the Equitation Club next day.

I arrived before Uncle Harry and waited for him in the Smoke Room. "Pips" Stammers and Tim Whiffen were taking a drink there and they stood me a glass of gin.

"What's happened to your Uncle?" said "Pips." "Haven't seen the damned old bore for weeks. Club's been a haven of rest."

"He should be here soon," I said.

And then Uncle Harry came across the room. I only needed a glance to see the change. He was buoyant to the extent of being boppish. He wore the grey twill suit with an air, a carnation in the lapel, while weeks away from the oysters and Club port had given him a ruddy glow of health.

"Hullo. Hullo. Hullo," he said. "Mornin', Pips. Mornin', Tim. Grand day for a gallop!"

Odd. No trace of shame, no skulking. Indeed, he looked at his two ancient cronies almost with an air of triumph. Very odd, indeed. He bore me off to lunch and stood me a dozen Whitstable and a bottle of champagne. He was in great form and when Giles Oxenblood tottered across the room he almost exploded:

"Look at that feller. Was only a middling fair soldier and looks a damned poor life. *Apart*," he added mysteriously, "from anything else."

I still did not understand the transformation but I was glad that Uncle Harry's self-imposed purdah had ended. I did not refer to his delicate dilemma and he made no reference to it himself. He ordered two glasses of port like a man with a quiet mind. We drank and he saw me to the steps.

"Glad you came, my boy," he said. "Club's a bit dull. I thought of resigning lately, but changed my mind. All the same it's too full of old men—and *damned peculiar old men*."

He bent towards me and whispered.

"Don't repeat it, old boy. But Whiffen is in-seated. Stammers is just as bad—round back. Hunch, of course. Hoodwinked us for years. As for Oxenblood—the fellow's practically—well, best not talk about it."

"Indeed?"

"Know it for a fact. Had it from Loftus." He looked at me impassively.

"Deformed," he said, comfortably. "The whole lot of 'em."

I did not speak, for what was there to say? I offered to give him a lift in my taxi, but he shook his head. The expression on his face was now one of grim purpose.

"No thank you," he said. "I'll walk. I'm just off to Elvira Braidcombe's dressmaker."

Over my shoulder I heard him shouting. "Isn't there a damned porter in this club?" He was himself again.





RAWLINGS



In the white entrance hall: a green carpet, terra-cotta Caesar

New condition for
WHITE

in decorating—air conditioning

Most luxurious look a city room can have—the country freshness of white. But the problem has always been—keeping it white. Now, all that's changed, thanks to the new genie that *doesn't* arrive in a puff of smoke: air conditioning. On these four pages, we show an air-conditioned New York house in which white is used freely, freshly, and effortlessly (shown, too, new air conditioning units that make this possible). The owner, decorator Howard Perry Rothberg, relies on room air conditioners to do most of the housekeeping; on fruitwood and colour to soften his white effects. For a house that has built-in air ducts (Mr. Rothberg's hasn't), there's a new, compact basement unit with a thermostat—sketched, right—that can go anywhere. *Opposite:* Mr. Rothberg's white drawing room—its air conditioner tucked behind one of the shirred white handkerchief-linen blinds. For colour: a Louis XV cabinet in soft turquoise-blue and lacquer-red, a green-painted Louis XV desk, a Coromandel screen, an Aubusson rug. More white, here: the sheer crêpe dress by Vera Stewart, of Enka rayon and acetate (a Julius Werk fabric). About \$80. Bergdorf Goodman; Neiman-Marcus; I. Magnin. Rhythm Step silk slippers.

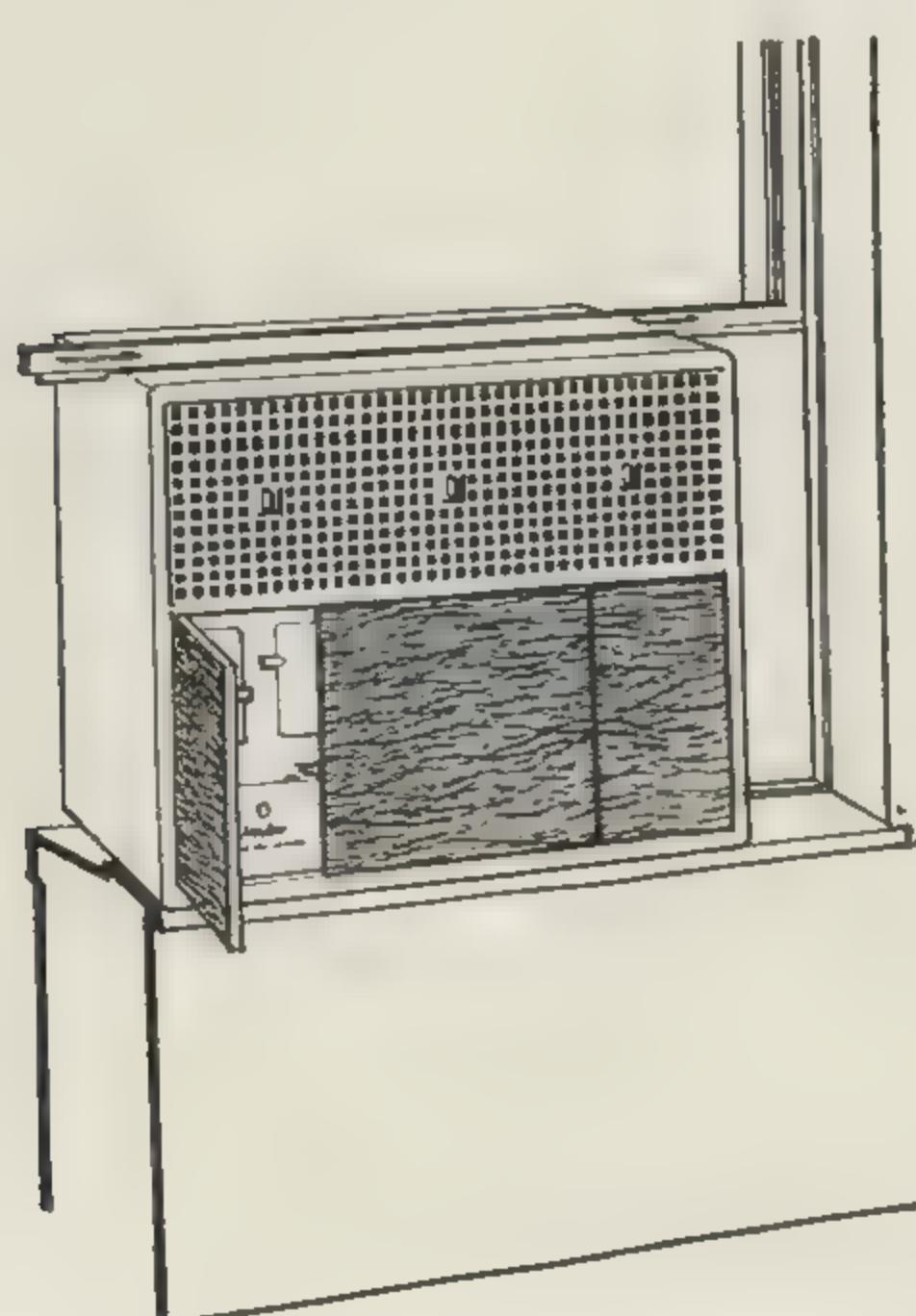


Thermostat-size: the new Carrier Weathermaker—a basement unit cools or warms the house, on call.



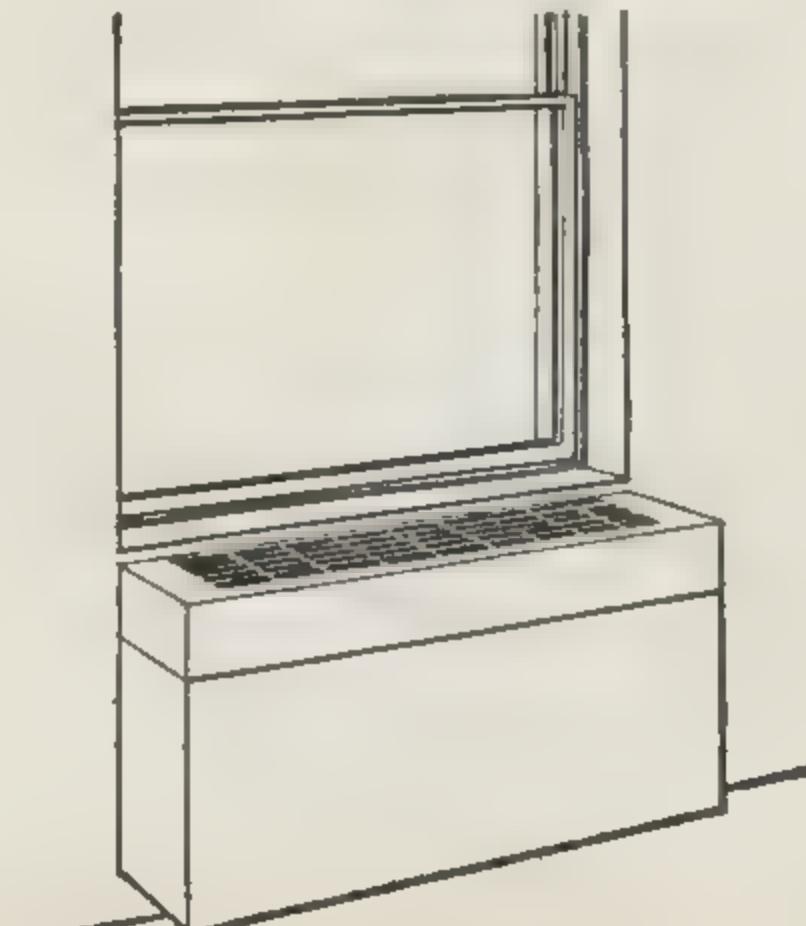
In Mr. Rothberg's white dining room—Siamese-red silk draperies, made to match the red-painted antique cabinet; fruitwood chairs; a marble-topped table. Flat sterling silver, Lunt's "Early American" pattern (see page 94).

AIR-CONDITIONED WHITE *continued*



Un-bulky: new General Electric Thinline unit.

Carrier's Weathermaster looks like a wall cabinet.



On these pages—more views of Howard Perry Rothberg's white country-house-in-town; more new air-conditioning units that make this kind of house a pleasant possibility, instead of a white elephant. Any of these air conditioners can be adapted to almost any kind of city window, or fitted smoothly into an arrangement of wall cabinets or bookcases—and one unit neatly replaces the ungainly steam radiator so often encountered in old-fashioned town houses. The unit sketched above, left (GE's Thinline), fits into any window with never a bulge, inside or out—it's only sixteen-and-a-half inches deep. Sketched below, left, is a Carrier unit called

Weathermaster that fits under a window, and, if you like, into your own arrangement of bookcases or record cabinets; a standard unit, it can be adapted to almost any space. In many city

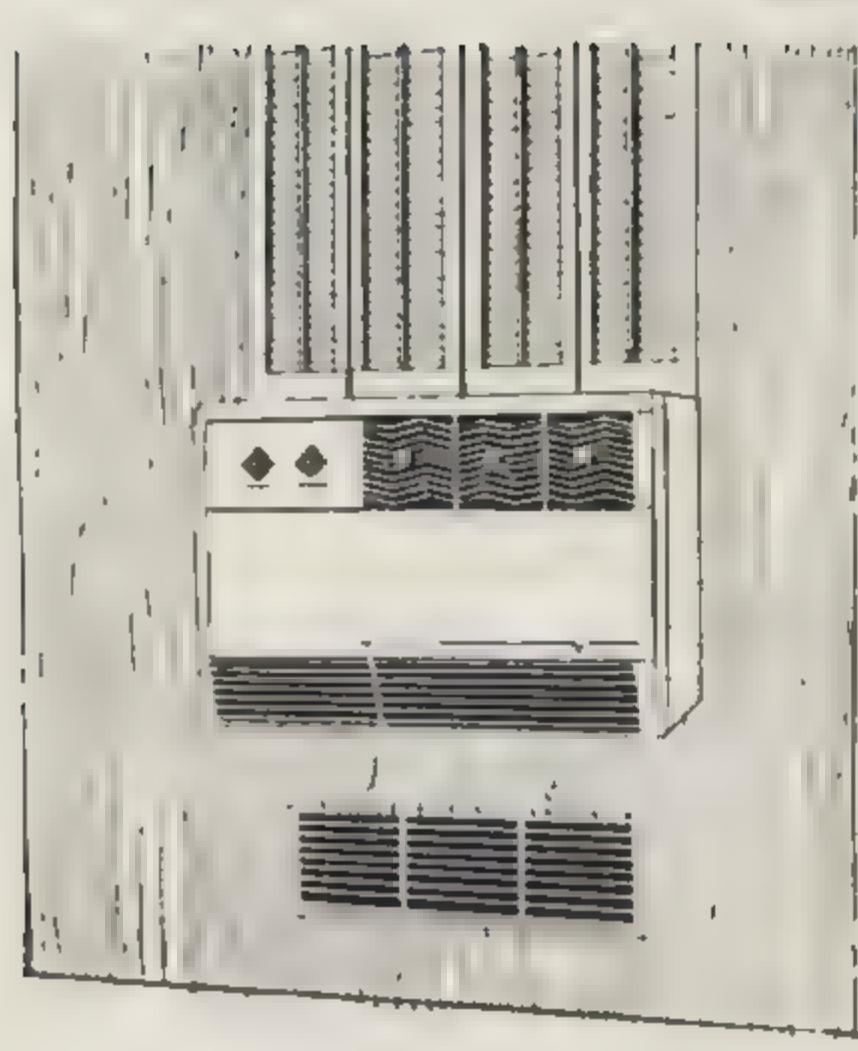
houses, a viewless window can be closed off (as Mr. Rothberg has done in his bedroom, opposite) and fitted with a unit such as the Philco Windowlette, sketched, opposite. The rest of the window can then be treated simply as a wall surface—Mr. Rothberg uses the top half as space for a painting. Also sketched opposite is Deering's In-A-Wall unit, which handsomely supplants a steam radiator; its blower provides steam-heated air in winter, cool air in summer, and clean air all the time. Note, too: *no* apologies need be made for the design of any of these units. Even unmasked by curtains or screens, they slide quietly into almost any surroundings. In Mr. Rothberg's house, air conditioners live happily with old French, English, and Dutch fruitwood pieces, with canary Staffordshire and rare Baccarat crystal, with white-on-white upholstery, white silk curtains and bed-hangings—while they're helping to keep it all fresh and attractive. (More about this house, and more decorating news, on pages 94 and 97.)



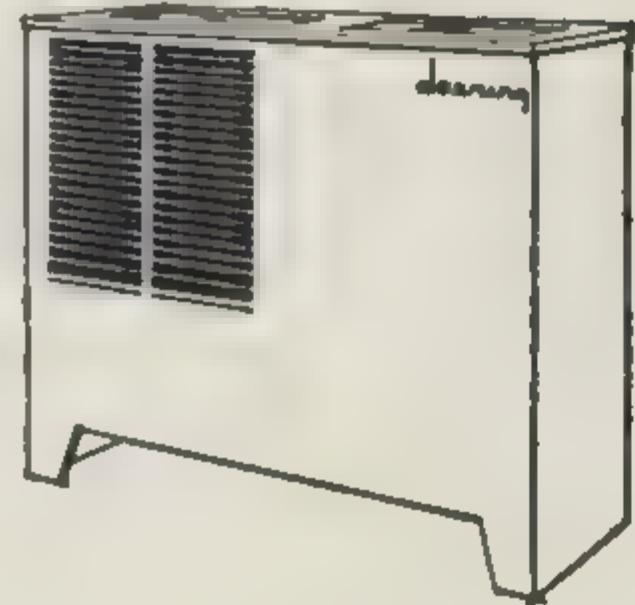
KERTESZ

Bedroom plan: one wall of pecky cypress, three "papered" with natural burlap; a white-flecked floor; white area rug.

Here, the air conditioner is set in a blocked-off window (right, above), behind potted plants, a burlap screen. Café curtains and blanket cover of sheer white balloon-silk; white silk-and-Fortisan headboard cover, dust ruffle, and bedspread (not shown), all embroidered: by Cabin Crafts, at McCutcheon's.



Fits almost any situation—
Philco all-in-one Windowlette.



Instead of a steam radiator:
Deering's In-A-Wall unit—
it blows hot or cold.



ROSAMOND AND MARY McCLEAN
twin daughters of Mr. and Mrs. John McClean

Three ten-year-olds and twin fivers here—all of them pleased with life. School is almost out, and then they'll scatter into summer sunshine: the twins to Stockbridge, Alexandra to Europe, Lisa to Biddeford Pool, Margaret to Fisher's Island. With jeans and jodhpurs the form for the older girls (who are all horse mad), and play suits for the five-year-olds, they don't need many party dresses—but what they need, they need new, and *pretty*.

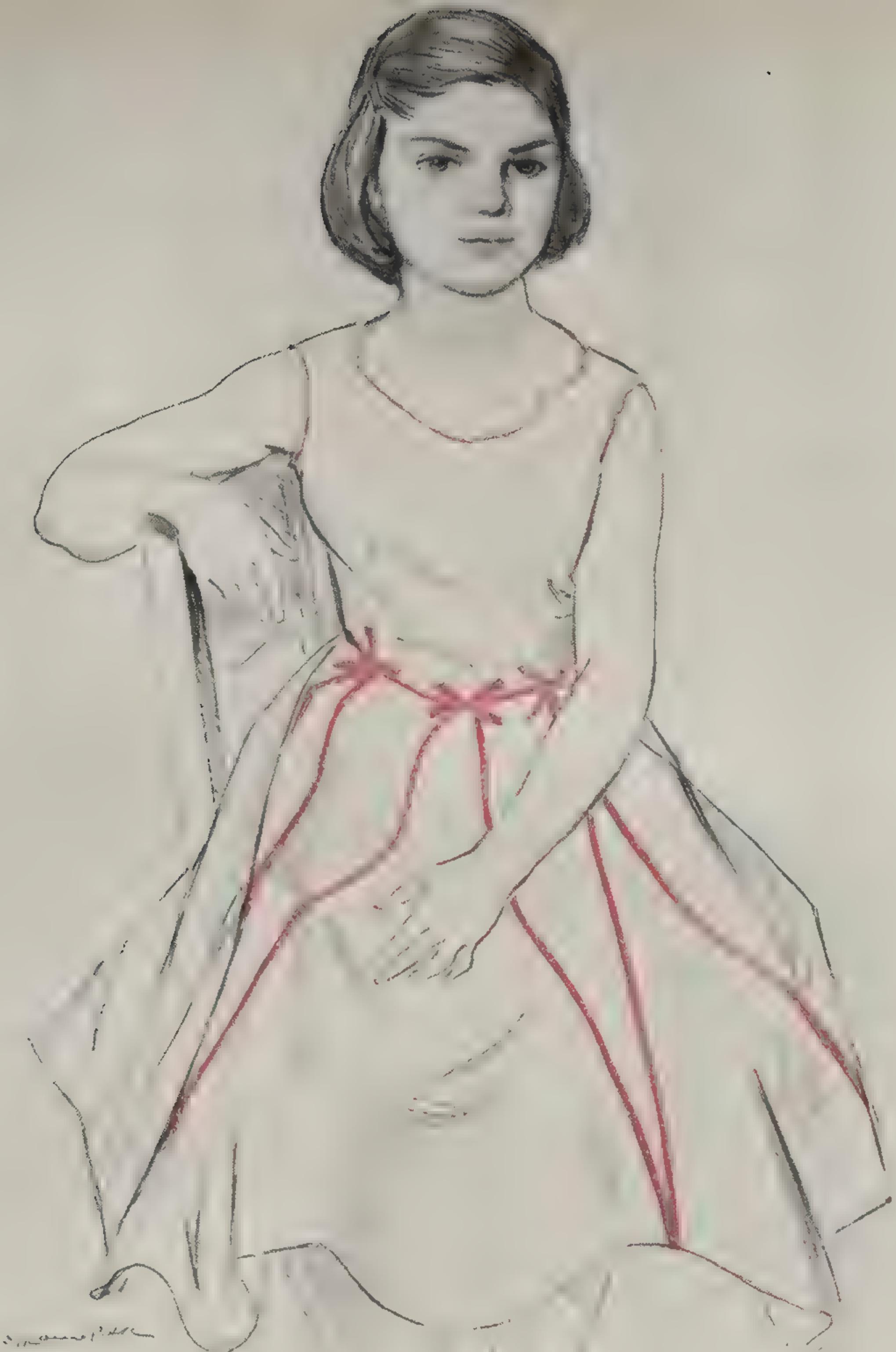
Above: Twin party dresses of rose-sprigged pink dimity with rose-red sashes. By Cinderella, of Ameritex cotton, \$4. At Best's.
Right: Rose-dotted white organdie dress with white panels and narrow rose ties: By Children's House. \$24. Bonwit Teller.

ALEXANDRA MOLTKE
daughter of Count and Countess Moltke

Young party goers

PORTRAITS BY ELIAS KANAREK





LISA BARSTOW
daughter of Mr. and Mrs. Beverly Barstow

Among the clothes a child needs in summer: one party dress to wear to a birthday party (they aren't *all* beach picnics), or when she "hands things round" for her parents. We chose: rose-red and snow-white dresses, a new, fresh blending—and deliciously becoming. (Quizzed on their own ideas of their summer wants, the twins, it turned out, wanted *nothing* but an affirmative answer to, "Mummy, can we go without socks?")

Above: Almost tailored party dress; white piqué with rose-red V's appliquéd on the skirt. By Fairchild, \$11. Saks Fifth Avenue.
Right: White piqué with rose-red cross-stitch (embroidery is the thing at young parties, again). By Joseph Love, \$9. Altman's.



MARGARET ROBBINS
daughter of Mr. and Mrs. Rowland Ames Robbins



Shirting-weight suit: the men's news

Here, shirt-weight suiting, not only cool but looking it. The tan colour's new, and newly becoming with light-blue shirts. Suit, by Lebow; Skinner silk-and-cotton. \$95. This, and the swivel furniture, plywood and leather, by Charles Eames: Lord & Taylor. Suit, also Hutzler's; Halle Bros.

Shirting jackets: the men's news

Best news since the starchless collar: jackets in shirting fabrics. They'll keep a man as cool as if he were in shirt sleeves—which he practically is. *Right, this page:* 1. Blazer-striped linen that would have made a sport shirt a season ago. The stripes alternate tan and light blue. Try linen slacks in either of these colours. By Currick & Leiken. Linen by Moyashel. About \$45. At John David. 2. Handkerchief cotton, in a conservative black and white check. Jacket, by Mavest, tailored in Swiss cotton by Lanella. About \$32. De Pinna. 3. Irish linen jacket, wine-red colour, good with another resort innovation now—white flannel slacks. By E. S. Deans, about \$45. Dunhill Tailors. 4. Shirt-jacket, to wear either way with a flip of the collar. The cotton flannel's good after-tennis, after-swimming insulation, and the thin blazer striping's news—white and yellow on black. By Baker, in Lanella cotton. About \$65. De Pinna. 5. Net shirting: a jacket of tan Italian silk hopsacking with an exceptionally aerated weave. Its range of activities: useful year-round with grey flannels, with the right easy air for the scarlet and yellow linen slacks being worn at the beaches this year. Jacket, by Grieco. About \$75. De Pinna. 6. Silk-shirting jacket in a colour that's become a summer classic—pale yellow. Part of the jacket's value: it could go on much later in the day than most. By G. W. Heller, about \$83. Dunhill Tailors. *All the jackets on this page:* also at I. Magnin.





The new
beach dressing—
more so, now

Beach fashions (even the most functional) are beach costumes now—smarter, and at their most distinguished, in sharp black and white.

Left: White jacket, unstintingly tailored, in cotton twill, \$15.

Black—a two-piece cotton twill bathing suit, \$18. By Brigance of Sportsmaker. Galey & Lord cottons. Lord & Taylor; Burdine's; Halle Bros. Hat by William J.

Right: Stripes going *this way*—the way that slims (black and white knitted cotton). \$17. Maillot by Cabana, Monet earrings: Bonwit Teller. Suit, also Woodward & Lothrop; Famous-Barr. Thaibok scarf turban. Knee-desk: T. Anthony.

Both: photographed in Martinique.





New beach dressing— suits and hats

It's the newest way you could wear the new sea-shell bathing suits: hatted with one of the witty and wise new beach hats.

Left: A shell of black faille with a prettily shaped brassière—and a hat that's like a little haystack; there's a long wisp of straw sticking out of the straw crown. Jantzen bathing suit, in Celanese acetate, cotton, and Lastex; \$11. Arnold Constable; Famous-Barr. Hat by William J.

Right: Blue bouclé-knit suit, with boyish shorts, a camisole top—and a hat that's topped off with some knitting needles and yarn. Caltex bathing suit, in Kanmak's fabric of acetate and Lastex; \$23. Suit, and the hat by Gobbi; Henri Bendel; Hudson's.



Left: The shell in cotton print (black and white), sashed into shape—and a boater hat of straw and striped ribbon. Sacony bathing suit, \$11, Stern's; Wanamaker's, Phila. The hat, another William J. design.

Right: That wonderful swimming-champ bathing suit in top form this year—the shell-shape, with a touch of tucking to ease the line at the hips; made of a white elasticized fabric that's un-glossy and not unlike wool in looks, \$13. For shade, and for fun: a cone of fringed straw with a bell tuckline at the top. Bathing suit, in Celanese acetate, cotton, and Lastex (Rosenstein fabric); and hat from Italy; Cole of California. Both are at Saks Fifth Avenue. Suit, also at Harzfeld's.



Paris flowers in new Vogue Pattern envelopes

It's the exclusive privilege of Vogue Patterns—putting these new Paris originals into easy sewing form. And the sewing was never easier: now Vogue Patterns have both printed and perforated directions. These flower looks from the collections—coats in a petal arrangement over their dresses.

Left: One of the events of the collections, one of the best lines you could own, now—the bloused line. From Patou, a bloused jacket that borrows the collar of an otherwise bare sheath. Huge flowers on grey and white silk mark the hour: late.

For daytime, try a plain, thin woollen, Vogue Pattern 1332.

Right: A sleeveless tunic swinging over a sleeved dress of the same flower-printed blue-on-blue shantung. The skirt of the dress is a Dessès accomplishment—loose pleats alternating with drapery. Vogue Pattern 1334.

Back views, details: page 101.

PATOU DRESS AND JACKET:
VOGUE PATTERN 1332



DESSES DRESS AND COAT
VOGUE PATTERN 1334



Make-up tricks: new blouses

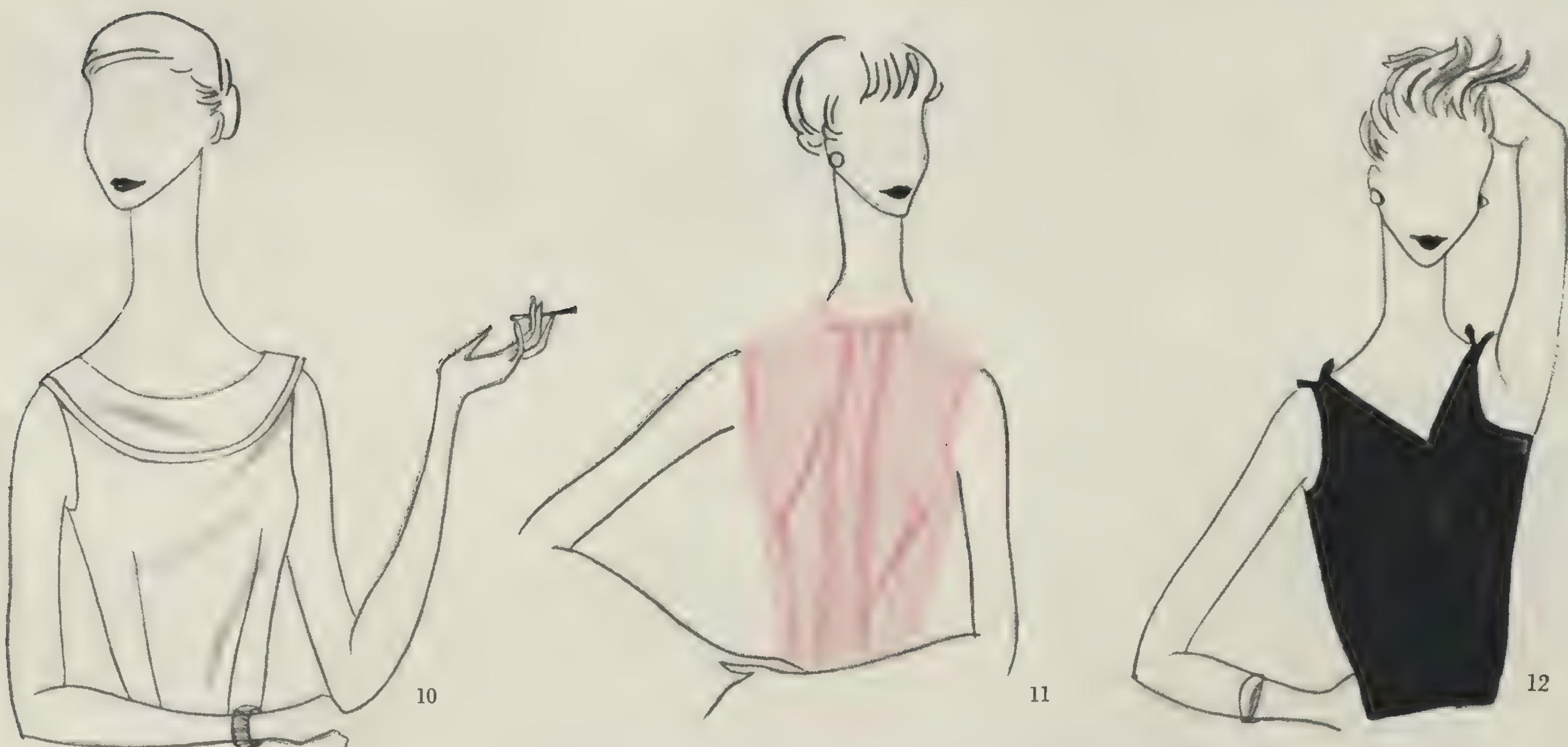
1. Striped golf shirt on a par with the good classics—going around at \$3. Green-and-white cotton broadcloth. By Ship 'n Shore. At Altman's.
2. Green field, flowers: green-and-white Arnel-and-cotton gingham, by Burlington, with shallow flower pockets. By Markay. \$4. At Lord & Taylor.
3. Mint green Dacron-and-Pima cotton blouse built on a miniature yoke: a little circle for the neck—and that's all. By Morlove. \$7. At Altman's.



4. Dots above, dots below: cotton satin blouse-and-skirt hyphenated with black and white dots respectively. Dorothy Korby costume, \$17. Franklin Simon.
5. Bloused blouse—one of the newest lines, the pink at its newest with a mauve linen skirt. By Adelaar; Everglaze cotton by Peter Pan. \$7. Saks Fifth Avenue.
6. Country shirt; of pink-and-white gingham (Dan River) and endless possibilities. One: with apricot linen shorts. By Manhattan. \$4. Lord & Taylor.



7. Clear sailing—a blouse that doesn't need ironing. By Dotti, in blue-striped white Dacron-and-cotton; crisp organdie bow. \$6.50. At Russeks.
 8. White piqué slipover, in a blouse that saves the day, especially a hot one. Its forte: costume-making with black. By Judy Bond. \$3. Bloomingdale's.
 9. A tucked pale-blue cotton blouse to tuck into a pale-blue skirt and call a sheath. By MacShore, in Springmaid cotton broadcloth. \$3. At Macy's.



10. White linen, white organdie—white magic with a long black evening skirt. By Dorothy Korby, in linen-y rayon, nylon organdie. \$6.50. At Bloomingdale's.
 11. Summer-tailored Dacron-and-cotton blouse, bare, trim, palest pink (that summers now with a red skirt, shorts). By Sidney Heller. \$7. Bonwit Teller.
 12. Bared black blouse to tie on with black shell shorts at the beach for the most tan in years. By Alice Stuart; Galey & Lord cotton broadcloth. \$3. Macy's.



The young
and beautiful—
in white

For a June débutante,
or any girl headed for the gala round
of June parties—a white summer
ball dress as unforgettable
as the gardens hung with Japanese
lanterns, the last dance at dawn.
White organdie, its camisole top
underlaid with pale-blue silk,
its skirt garlanded in blue,
its sash of blue peau de soie
(we added the handful of white lilac).

By Jack Horwitz;
in junior sizes, about \$110.
Miss Bergdorf of Bergdorf Goodman;
Montaldo's; Neiman-Marcus.



For all its fragile,
innocent air - a dress that might take
a June party by storm.
White organdie, tiered and scalloped
and romantic enough for the heroine
of a historical novel.
It's all there - the tiny, high waist,
the black velvet ribbon sash,
the strapless bodice, and
an occasional pink, pink rose.
By Jack Horwitz;
in junior sizes, about \$125.
Miss Bergdorf of Bergdorf Goodman;
Julius Garfinkel; I. Magnin.
Pure atmosphere: the John Frederics hat.



Continuing—young and beautiful new looks

Left: A dress with the easy look of a skirt and top

(actually it's all one piece), right for any summer evening where dancing's involved.

Beige linen-y (Avisco rayon) top, full white silk organdie skirt, marked off by a wide white polo belt.

By Junior Sophisticates. (We added the scarf.) \$70. Bonwit Teller; Sakowitz.

Right: Moonlight-and-roses dress of pink Swiss cotton organdie,

with insets of white Valenciennes lace. The skirt just grazes the ankles—pretty new length on the dance floor, or off. By Anne Fogarty. In junior sizes; about \$80. Lord & Taylor; I. Magnin.



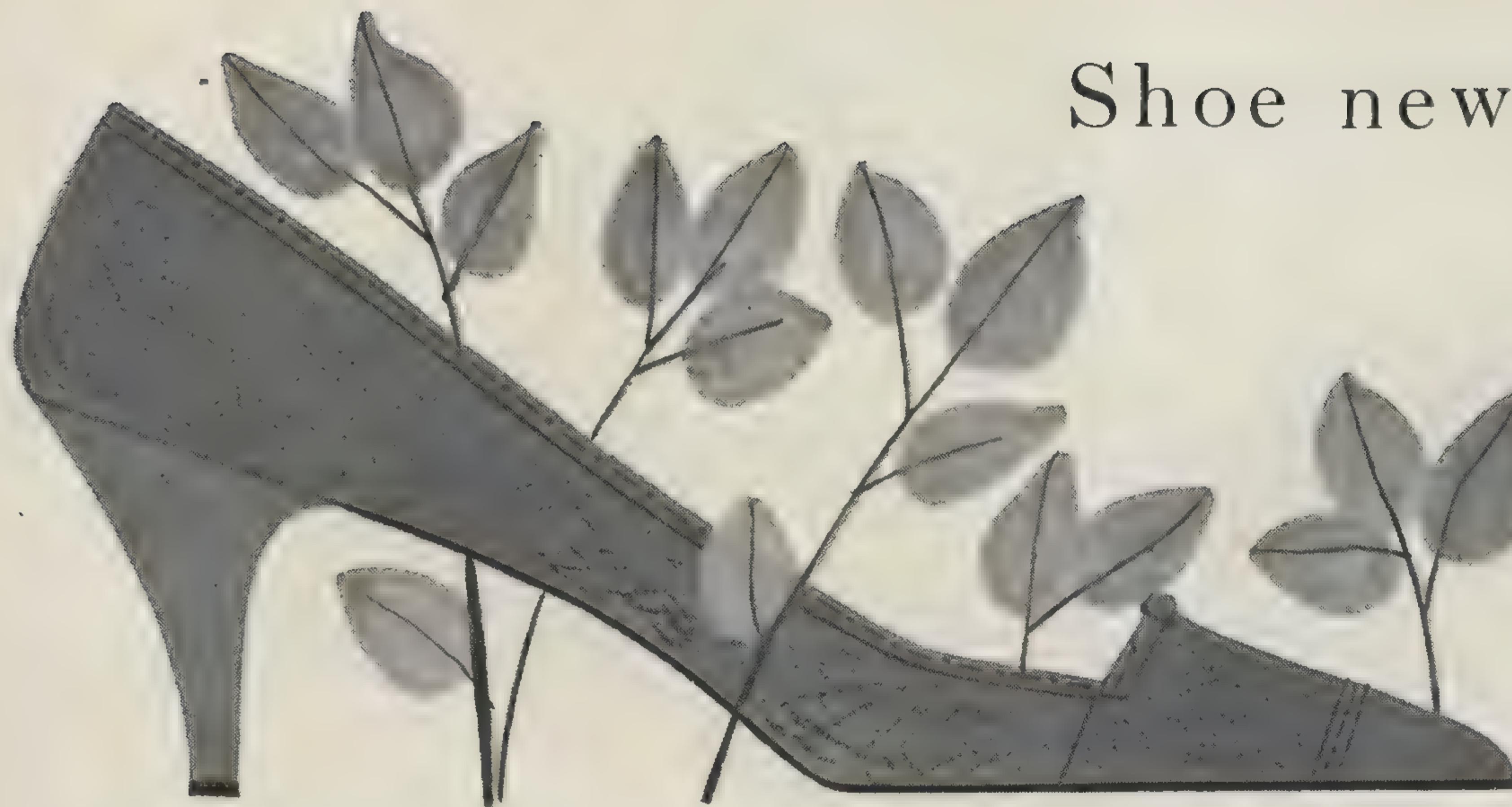
Left: Charming, airy dress for summer late-day doings—pale-gold dotted Swiss (Ameritex) with a pleated skirt. By Youth Guild. In junior sizes; about \$20. Altman's; Joseph Magnin.

Centre: A dress as fresh as its theme—black-and-white for summer. Black woven stripes on crisp black and white dotted Swiss (by Wamsutta). By Arkay. In junior sizes; \$20. Saks Fifth Avenue; Neiman-Marcus.

Right: Perfect for all the summer don't-dress gaieties, this pink silk organza with faint multicolour stripes, a scattering of pink flowers. By Pat Hartly, of Goodman & Theise fabric. In junior sizes; about \$30. Best's; Joseph Magnin.

Both pages: Coiffures by the Breck Salon.

Shoe news: a summer



Above: A misty blue spectator shoe—for a spectator dress in a clear colour (apricot, bright green). By Valentine, of plush and polished calfskin. \$13. At Foot Rest.

Right: A sandal of oyster-white grained calfskin with more to it than most sandals from a walker's standpoint. By Cevanne, \$23. Bonwit Teller.



Above: A shoe that could do some tall walking across the map of Europe, or wherever—soft across the toe, perforated, tidily heeled. Of blond calfskins, plush and polished. Shoe, \$18, by—and at—Florsheim.

Below: A tapering opera pump of white silk shantung that offers any number of colour-alternatives—the fabric dyes beautifully. By—and at—Peacock, St. Louis. \$17.

CROSS SECTION

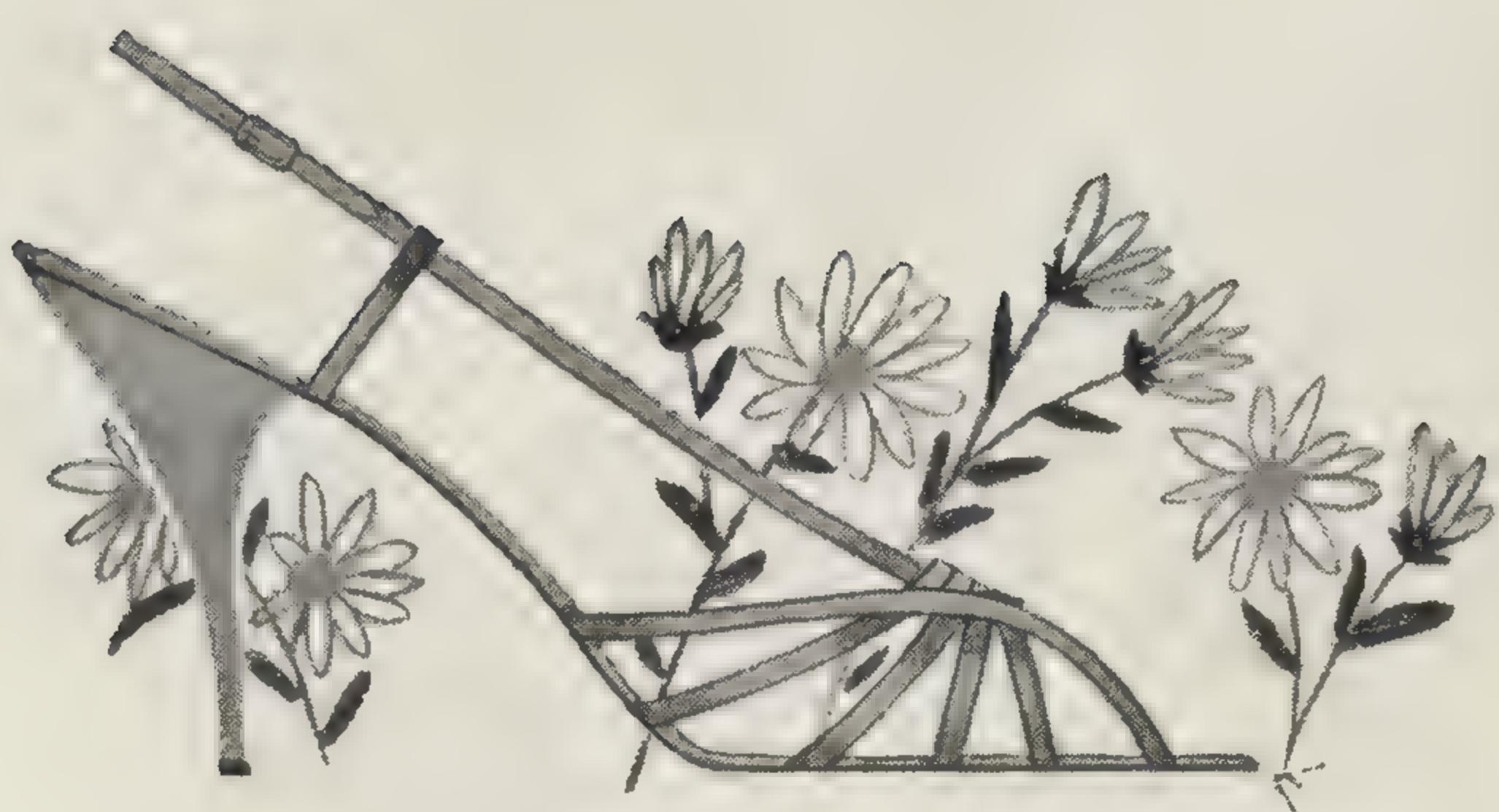


Above: This summer's brown-and-white spectator shoe (buckskin and calfskin), for pastel dresses, green lawns.

By Natural Bridge, \$11. Arnold Constable.

Below: Bright brown grained-calfskin shoe—for black, blond. \$10.

Chandler's French Rooms.



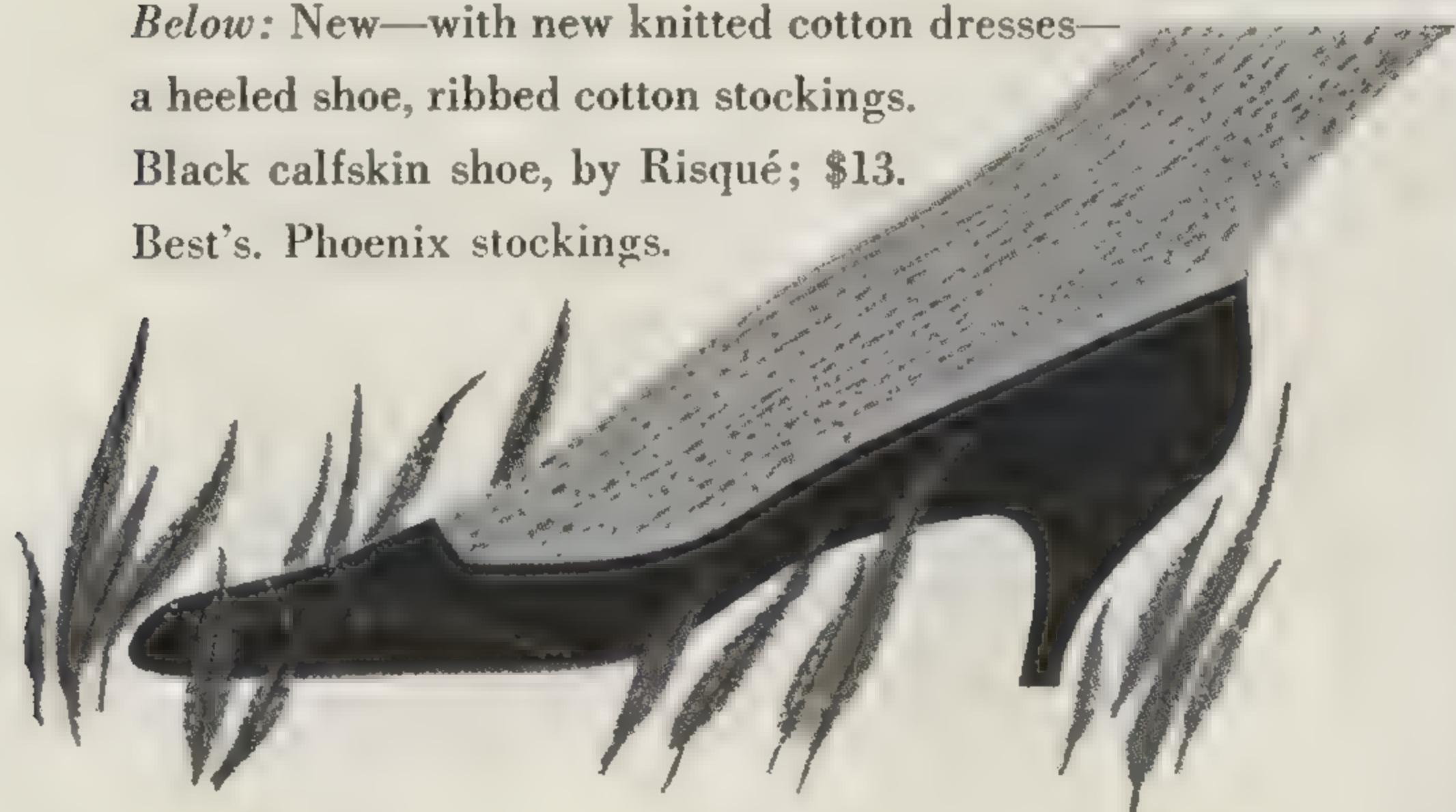
Above: Late-day shoe as delicate as pearls—the blond calfskin has an opalescent cast.

By Johansen; about \$18. Sakowitz.

Below: New—with new knitted cotton dresses—a heeled shoe, ribbed cotton stockings.

Black calfskin shoe, by Risqué; \$13.

Best's. Phoenix stockings.



Set to Wedding Time

*the smallest
round watch
in the world*



Longines
THE WORLD'S MOST HONORED WATCH

A fairy-tale timepiece—the smallest round watch in all the world—produced with Longines' inimitable talent for the dramatic. Even the stem is hidden—there is nothing to mar the diminutive lines. The same Longines watch-craft that makes this the world's smallest of round watches makes it superbly accurate. It's fine jewelry in the rich opulence of 18K gold, many with the magnificence of fine quality diamonds—for yourself, or as an enduring memento for a wedding, for any happy occasion. Your Longines-Wittnauer Jeweler will be honored to serve you.

Illustrated actual size:
Top—Longines Bolero "E"—no wider than its own narrow bracelet of textured 18K gold, \$495; left—Longines Ballet "A"—so tiny—in precious 18K gold, with rich suede and satin strap, \$250; right—Longines Starlight Sonata BW-B28/4—28 round and 4 marquise diamonds, 18K gold, \$695.
prices include federal tax



Ten World's Fair Grand Prizes
28 Gold Medals

Longines-Wittnauer Watch Company

SINCE 1866 MAKER OF WATCHES OF THE HIGHEST CHARACTER

*beauty
comes
alive...*

*with Ansonia
elastic fabrics*

Wondrous Ansonia fabric . . .
dream material that gives you a new
perfection of line and curve . . .
quality-touched for a long life.

Rose Marie Reid

"DAISY PARADE" from the junior collection
... sizes 7-15.

ANSONIA MILLS Incorporated - Empire State Bldg., New York

Summer
printings for
Mrs. Exeter:
sizes 12½ to 44



Above, right: A willowy dress of white Pima cotton in a pressed-flowers print of roses, green leaves. The neckline—beautifully kind to Mrs. E's. By Allen-Peck; 12½ to 22½. \$30. Lord & Taylor; L. S. Ayres. Lucille bag: Lord & Taylor.
Directly above: A coat-dress in a rippled blue-and-white Ameritex cotton that can go un-ironed. Skirt fullness is directed to the sides—Mrs. Exeter finds that flattering. By Lady Windsor. Sizes 14½ to 24½. \$11. Gimbels; Burdine's. Sally V white straw hat: Gimbels.
Right: Summer tailoring that's Mrs. Exeter's kind—softly defined. A sheath softened with back panelling. By David Styne. Blue-and-green Onondaga batiste; 14 to 44. About \$45. Bergdorf Goodman; Sakowitz. Sally Victor hat.





Left: A sleeveless dress worn with its bolero most of the time. The white Guild cotton lawn is dusted with blue, has a blue bow. Costume by I. Doctor. Sizes 12½ to 24½. \$50. Altman's; Marshall Field. Straw bag at Altman's. Sally Victor hat.

Below, left: A lengthening panel at the front, the special joy of this dress—that, and the crisply printed silk crêpe, black on white. By Radiant, in Joyce silk; 12½ to 24½. About \$35. Lord & Taylor.

MM bag: Lord & Taylor. Laddie Northridge hat.

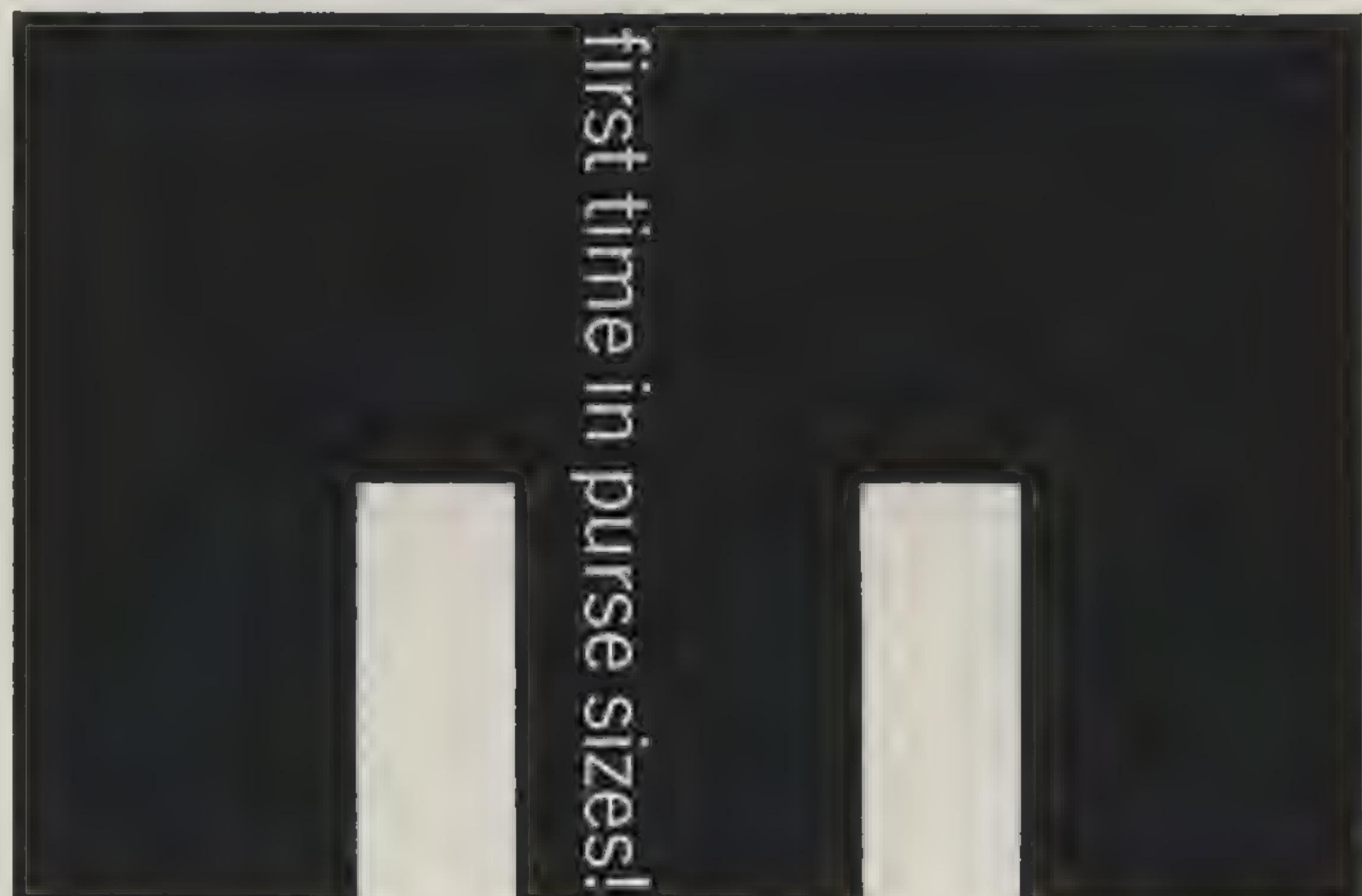
Below, right: A dress both dark and cool—black-and-white printed voile, visually at its coolest with black hat, bag, gloves. By Young Viewpoint. Sizes 14½ to 24½. \$25. Lane Bryant; Hudson's. Josef bag: Lane Bryant. Laddie Northridge hat.



elegant Balenciaga perfumes



first time in purse sizes!



each \$5 (plus tax) 1/5 OUNCE

745 FIFTH AVENUE, NEW YORK • PARIS



Emme hat

Lead a leisured life
in fabrics marked

TEBILIZED®

for tested crease-resistance

Look fresh and pretty always in this dramatic town dress by **PAT HARTLY**. In Crestwood's Venetian Cotton with the feel of cashmere. It needs so little care because it's marked Tebiled, your assurance of superfine and tested crease-resistance that lasts the fabric's lifetime. It needs less ironing; superficial creases hang out overnight; stays clean longer too. Gray striped with blue, gold or coffee. Sizes 7 to 15, 8 to 16. About \$25. At Lord & Taylor, New York; Marshall Field, Chicago; Halle Bros., Cleveland; J. Mag-nin, all stores; John Wanamaker, Philadelphia; other fine stores.

The Tebiled mark is applied only by permission of the owners of the mark to fabrics which are regularly tested by them and which conform to specified standards of crease-resistance and quality established by them. Tebiled-marked fabrics are also sold in Canada. T. B. Lee Company, Inc., Testing Dept., 101 West 31st Street, New York 1.

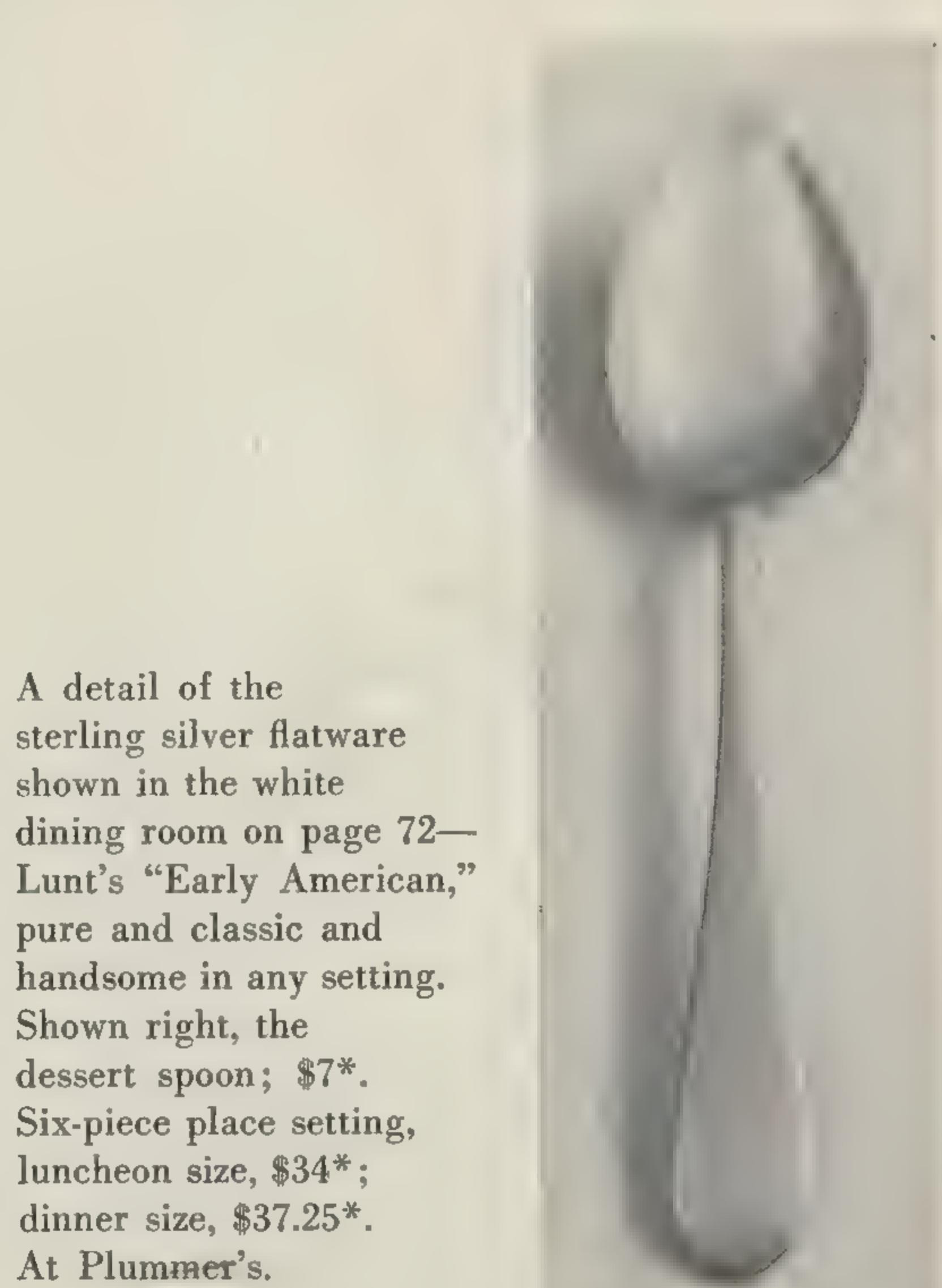
Decorating news

Continued from pages 70-73

Itemized account of Mr. Howard Perry Rothberg's white country-house-in-town, shown on pages 70-73: In the living room, the floor is of white vinyl laid in diagonal strips, like parquet. Draperies of heavy oyster-white silk antique taffeta hang over Shirred Austrian blinds of sheer white handkerchief linen (this, from Arthur H. Lee). White-on-white cotton damask from Fortuny covers the sofa, and also covers the seat and arms of the Louis XV fruitwood chair; on its back is a pale-blue, beige, and white checked cotton from Brunschwig & Fils. The painted Louis XV desk, soft green with a red leather writing-bed, is from Chrystian Aubusson.

In the dining-room (page 72), two walls are of white-painted brick; the floor is white vinyl, hexagon-patterned. Over sheer white Austrian blinds hang draperies of heavy silk, made and dyed by Bernard Montant to match the rich Siamese red of the painted French cabinet—this holds a collection of canary Staffordshire with designs in the same red. The dining-table (from Roslyn Rosier) is iron with a polished natural travertine top; above it hangs a wire garden chandelier that holds eighteen candles—all lighted for dinner-parties. Yellow-and-white Fortuny cotton covers the French fruitwood armchairs. The crystal dinner service, engraved with horses, was made to Mr. Rothberg's own design by Steuben.

The master bedroom (page 73), has a wainscoting of pecky cypress, which also makes one wall; floors are random widths of old hardwood streaked with white paint (these, by William J. Erbe). In the top half of the blocked-up window—its lower half holds the air conditioner—hangs an oil painting of an Arabian horse, *circa* 1731. The nineteenth-century French brass bed is shown here in summer dress; in winter, it's covered in olive-green and natural silk from Bernard Montant. On the walls hang paintings by Eugene Berman, Paul Cadmus, and Pavel Tchelitcheff.



A detail of the
sterling silver flatware
shown in the white
dining room on page 72—
Lunt's "Early American,"
pure and classic and
handsome in any setting.
Shown right, the
dessert spoon; \$7*.
Six-piece place setting,
luncheon size, \$34*;
dinner size, \$37.25*.
At Plummer's.

*INCLUDING TAX

Summer petticoats



Come summer—come the full airy petticoat (these, the very ones we show under the dresses on pages 88-89). *Left:* A beautiful rarity, the floor-length petticoat, here in white nylon taffeta with marquisette fluffing at the hem, fine under an easy dinner sheath. By Hatab, \$8. Altman's. *Right:* Ankle-length white nylon, floated on nylon stiffening. By Anne Fogarty for Gracette, \$23. Lord & Taylor.

Left: White broadcloth petticoat, firmly interlined to keep its bouffancy, with pink flowers embroidered all over deep batiste ruffle. By Virginia Wallace, of Ameritex cottons. \$11. Altman's. *Centre:* Pleated, banded, and firm—white cotton in lacy tiers set over crisp nylon marquisette. By I & M, \$9. Macy's. *Right:* Three layers; white tricot over pink taffeta (both nylon) over horsehair. A petticoat by Saramae, \$13. Henri Bendel.



Canadian Pacific presents Canada's spectacular panorama from **THE CANADIAN**

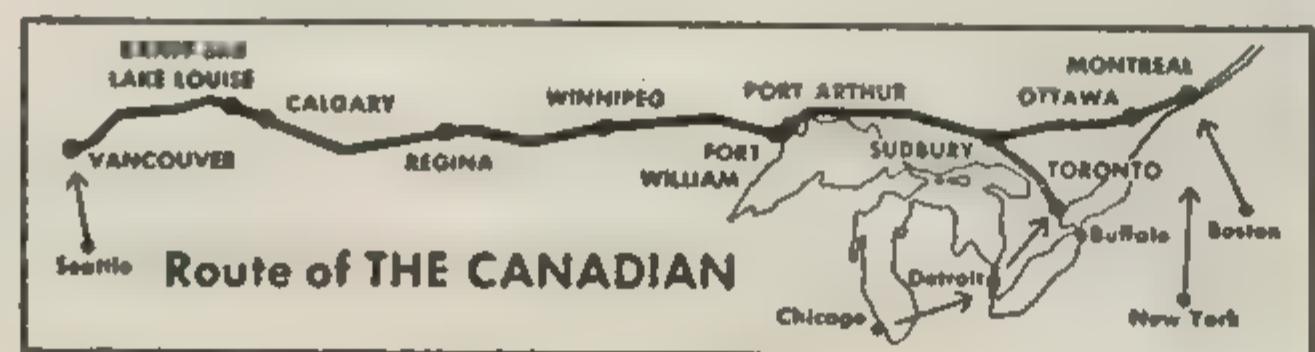
Your trip of a lifetime via Banff and Lake Louise aboard Canada's only Scenic Dome streamliner.

Take your meals in a Deluxe Dining Room Car or the informal Skyline Coffee Shop. Relax in an intimate Mural Lounge or a luxurious Observation Lounge.

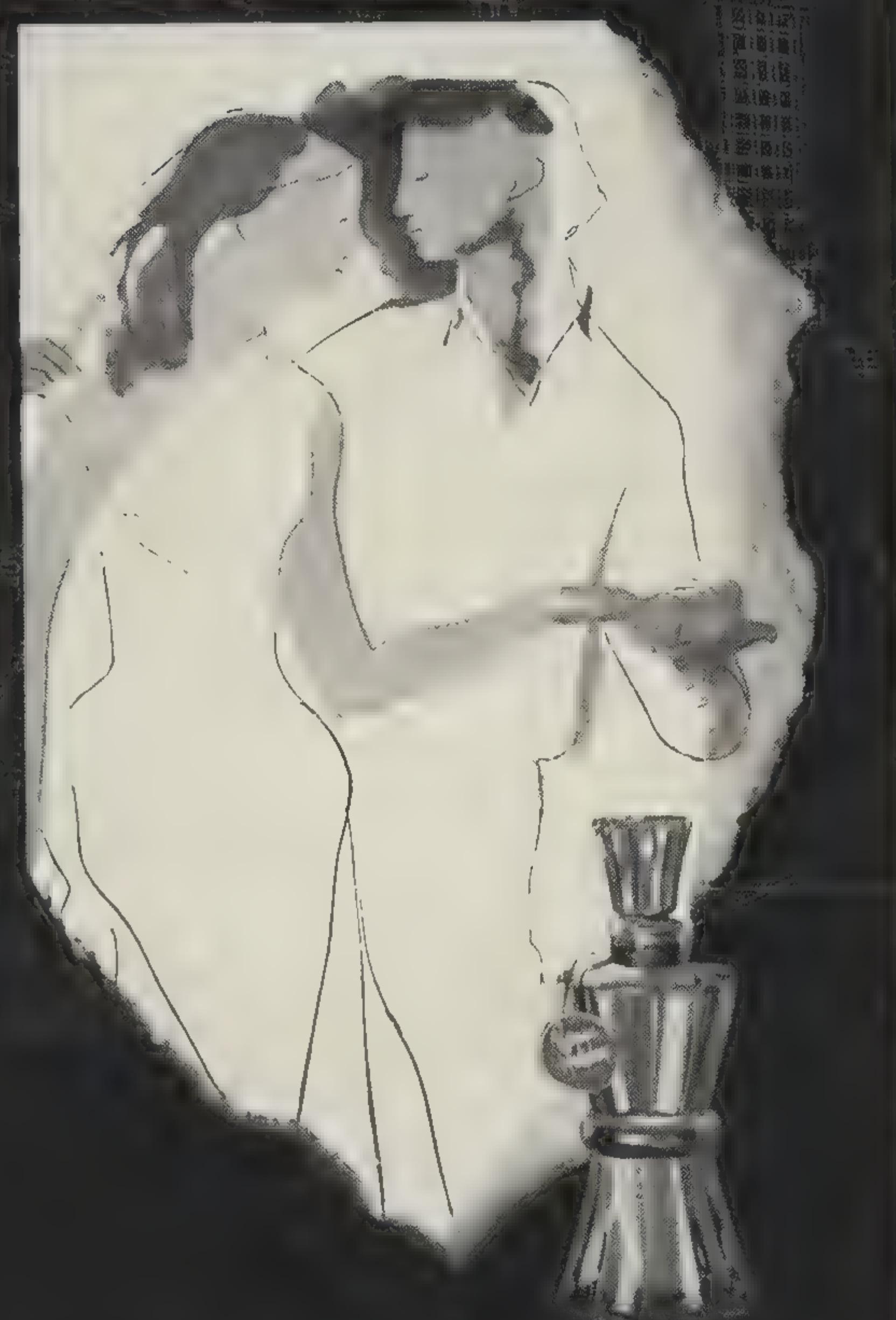
Coach seats aboard **THE CANADIAN** are reserved. These spacious coaches feature reclining seats with full-length leg rests and adjustable head rests.

In daily service between Montreal and Vancouver and Toronto and Vancouver, **THE CANADIAN** offers coach, tourist and first class accommodations.

For details contact your local agent or Canadian Pacific in principal cities in the U.S. or Canada.



all roads lead to romance...with



ROMAN HOLIDAY

...introducing to America the fervent new perfume
inspired by the world's most fascinating city.

PERFUME 5.00 AND 15.00 • COLOGNE 2.00, SPRAY MIST 3.00
CREATED IN ITALY • MADE IN U.S.A.

Summer
looks—
in black
and white



Black and white—as a young woman might wear it in town this summer: bare-armed, but completely urban in look, in accessories. *Above:* White Moygashel linen jacket just grazing the rib-line of a black silk shantung dress. Costume, about \$60. White pique fez. *Below:* The silk sweater dress—black sheath with a camisole top, a black and white striped "sweater" that buttons at the back; both of silk shantung, both devoid of sleeves. Costume, about \$60. *Both costumes:* by Kasper. These, the handbags, and Madcaps hat: ready at Miss Bergdorf of Bergdorf Goodman. Costumes are also available at Julius Garfinkel; Frost Bros.



LOOK AT THIS

VIEW

of Dude Ranch Country!



Buttercup
dress for
small-size
parties

For the crowd that still tuck their napkins *in*, a buttercup-yellow broadcloth dress, embroidered with green-stemmed daisies, rimmed with lace. By Nannette, of Stevens cotton, in sizes 1 to 3. \$6. Saks Fifth Ave.

NEW DECORATING FABRICS

(Continued from pages 70-73)

For an air-conditioned white house like the one on pages 70-73, or almost any house—the condition of new decorating fabrics is: good. The sheerest ones are ideal for Austrian blinds: Jofa's sheer cotton with knotty stripes called Rita Cloth, or their lacy Stripe Bobbinet; or Monterey, a strié-weave Fortisan by S. M. Hexter; or Cheney Greeff's Fairview, of Fortisan-and-rayon with tiny openwork squares.

Summer curtain materials are fragile, pretty, and often sturdier than they look. Castelain, a sheer printed Fortisan by Cheney Greeff, has an eighteenth-century floral pattern—delicious in white-on-white. Two lacy-looking casement cloths by Isabel Scott are actually of linen: Trillium, an airy, open weave, and Fisherman's Luck, a hand-knotted fish net. J. H. Thorp has a loosely-woven, black and white fish net made of Saran—impervious to heat or damp. Schumacher's Jacquard Cloth (ready soon) is of Fortisan; patterned with birds and flowers, it looks like a Chinese silk.

For draperies: Herman Miller's white linen with embroidered stripes of ultramarine wool, designed by Alexander Girard;

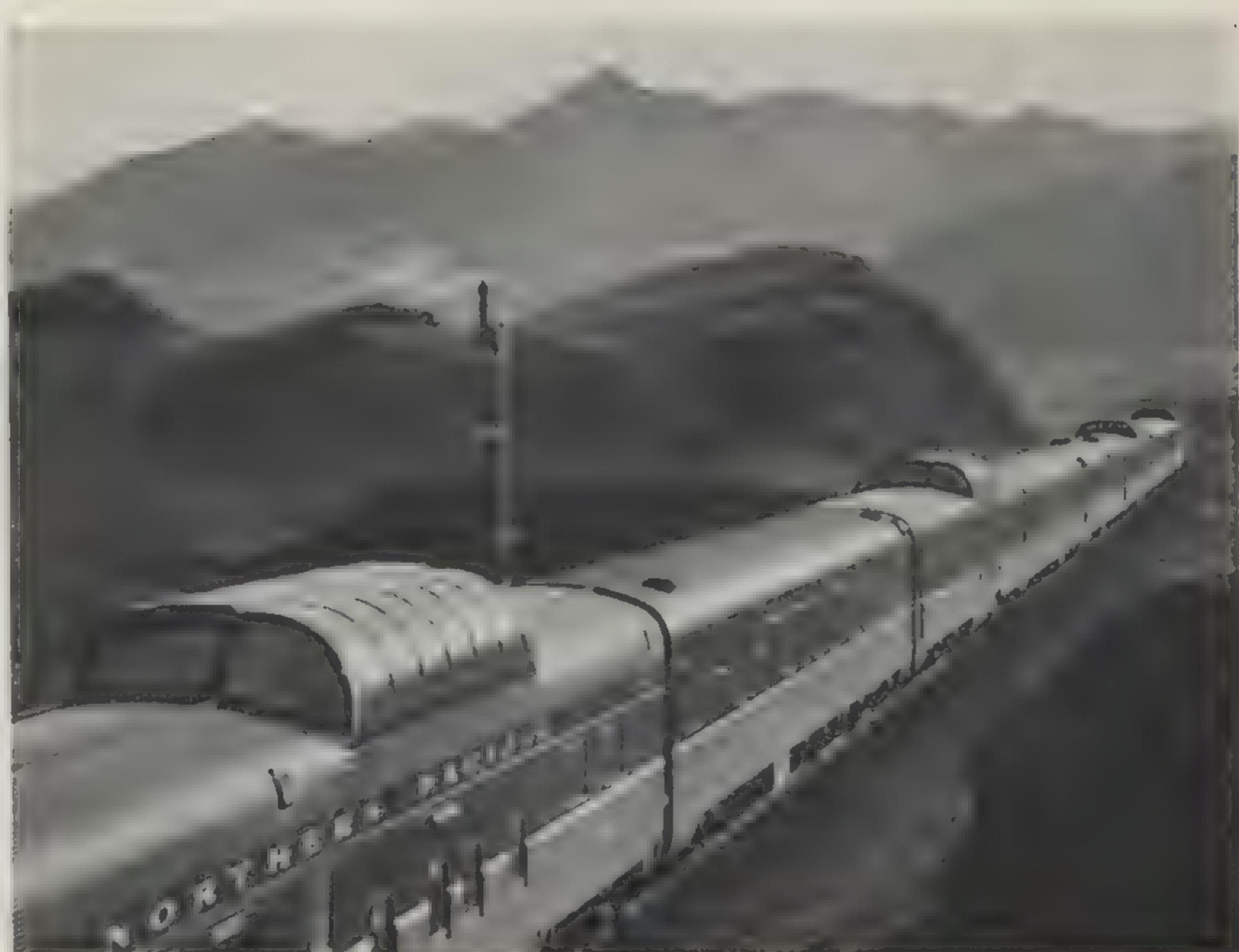
John McHugh's power-loomed pure silks, in satin and taffeta weaves; the luxurious Lesio hand-woven silks and brocades imported from Italy.

Summer slip covers might be made of Jofa's Gibraltar Cloth, an Egyptian cotton as fine as silk. For upholstery, there are breathtaking silk damasks with the look of embroidery: Scalamanqué's Bee Broché, a procession of bees in soft greens and pinks on off-white; Boris Kroll's Saigon—tiny, stylized pink leaves and petals on paler pink. Arthur H. Lee's Pamir and India are richly-patterned cotton prints taken from embroideries. Brunschwig's Vendée has needlepoint flowers and leaves in blue and green on a natural ground. Thaibok's new Odyssey collection consists of six groups of cross-woven fabrics in marvellous, glowing colours.

Other new upholstery fabrics are Schumacher's all-purpose taffeta called Bonanza, of Fortisan-and-rayon, with a slubbed weave; and Arthur H. Lee's closely-woven Tana Cloth. Heaviest of all is Jack Lenor Larsen's new upholstery material—thin strips of glove leather in brilliant colours, cross-woven with wool thread.

LOOK AT THIS TRAIN

which takes you there!

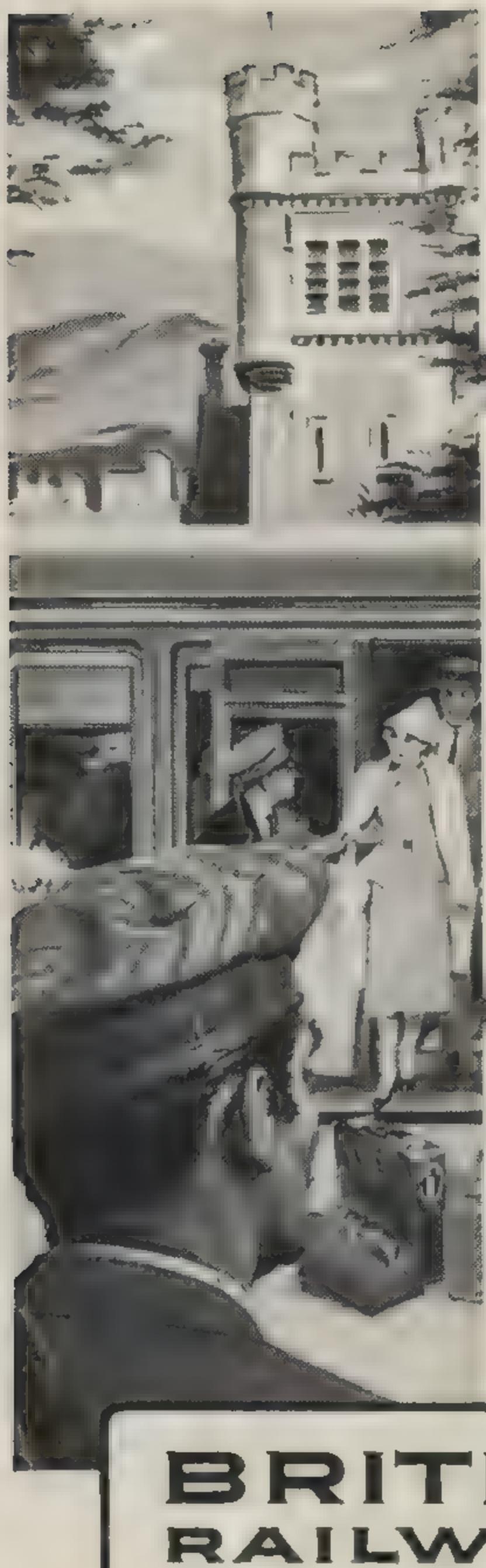


IT'S THE VISTA-DOME NORTH COAST LIMITED, one of the world's *extra fine* trains. 4 Vista-Domes give you all-around views... a stewardess-nurse welcomes you on board... and there's always fun and fine food in the luxurious new "Traveller's Rest" buffet-lounge. Meals of distinction, too, in NP's famous diners. Write now for your copy of "Ranch Vacations", free illustrated folder, and if you are bringing the children, tell us their ages. We'll quote you "family travel" savings. Address G.W. Rodine, 230 Northern Pacific Railway, St. Paul 1, Minn.

VISTA-DOME
NORTH COAST LIMITED

CHICAGO • TWIN CITIES • NORTH PACIFIC COAST





See **ALL SCOTLAND** by Train

The comfortable, convenient way!

SAVE

WITH **Thrift Tour Tickets!**
Up to 1,000 miles of "Go-as-you-please"
rail travel in Britain and Ireland—

ONLY
\$20
3rd Class
\$30
1st Class

Good for berths and reservations, all Irish
cross-channel services, and MacBrayne's
steamer services in Scotland. Valid for six
months. Additional mileage available at
commensurate savings. Not on sale
overseas.

TYPICAL BARGAIN TRAVEL—
A bedroom London to Scotland, only \$5.08

ALSO... CIRCULAR TOUR TICKETS—

another bargain feature. 10% savings on
travel throughout Britain and Ireland.

Secure these, too, before you leave: Reser-
vations on train and cross-channel services
and attractive tours by rail/
motor coach/ship.

**BRITISH
RAILWAYS**

YOUR TRAVEL AGENT
KNOWS OUR SERVICES—
OBTAIN HIS EXPERT COUNCIL

For literature, please write Dept. 21, BRITISH RAILWAYS,
9 Rockefeller Plaza, New York 20, N.Y.
Other offices in Chicago, Los Angeles and Toronto.

Look like living?
IT IS...



Sun Valley
IDAHO

for reservations

Address Mr. Winston McCrea, Mgr.,
Sun Valley, Idaho, or Union Pacific
Railroad, Room 2248, Omaha 2,
Nebr., or see your travel agent.

OWNED AND OPERATED BY
UNION PACIFIC RAILROAD

IS SPOT REDUCING POSSIBLE?

(Continued from page 45)

Has walking any spot reducing properties?

DR. BROBECK: It certainly has, but good posture in walking is essential. In my opinion women who want to improve their contours should first take off their girdles when exercising. They are then obliged to hold their own bodies with their own muscles.

Can muscles become firm once they have become really soft and loosened?

DR. BROBECK: Yes, by at least as much as ten times. Muscle tone will always come back, but it is more difficult to restore in middle age because of limited opportunities for exercise. In some cases the increased weight of the body exceeds the capacity of the muscles. You can't give a fifty-year-old mother the same exercises as her twelve-year-old daughter.

DR. MAYER: On the other hand, walking and swimming can be continued as long as the individual is in reasonably good health. My father still does mountain climbing at eighty, but then he never stopped keeping himself in shape. Physicians have rightly warned people who have not exercised for months not to start suddenly shovelling snow, at least not too much and not too fast. But if the same people had kept themselves fit, the snow shovelling would represent nothing but healthful exercise.

Can one reduce the abdomen by exercise?

DR. BROBECK: Yes. Because on the abdomen it isn't always a question of reduction of fat. The size may be caused by a loss of muscle tone. Exercise will restore the tone and improve the shape.

DR. MAYER: The same may be true of the cheeks and chin: About twenty years ago, Americans apparently no longer wanted to chew or, more likely, food processing removed anything which required chewing. Bread, on this side of the Atlantic, often has the consistency of cotton. The result is that people have become used to swallowing without chewing food. This has at least two undesirable effects: by making people eat too fast, it does not give time to the mechanisms regulating food intake to register fulfillment of needs; hence the danger of overeating arises. Secondly, the chewing muscles become atrophied and the area infiltrated with unseemly fat. According to some dental authorities, the softer gums resulting from the absence of chewing hard foods afford easier avenues for the inroads of bacteria.

What about the relation of water and appetite?

GUEST PHYSICIAN, DR. C.: There are great individual differences in the retention of water when one starts on a diet. Some people lose a great deal of water fairly soon. Water retention is a consequence of many known and unknown physiological and pathophysiological processes.

DR. KEYS: I agree. In severe dieting there is great dehydration in the early period. An individual dieter may find on a 1,000-calorie-a-day diet that at the end of a week she has lost ten pounds. She could well say, "This is wonderful. I'll lose another ten pounds next week." But she'll probably lose only three pounds.

DR. BROBECK: I think that sometimes it is the other way around. If she hasn't lost weight by the end of the first week, the

(Continued on page 99)

IS SPOT REDUCING POSSIBLE?

(Continued from page 98)

patient shouldn't be encouraged to believe that she is merely retaining water; probably the diet isn't as severe as she thinks it is.

GUEST PHYSICIAN, DR. C.: The dieter would do well not to worry so much about his daily weight change but to look at it in periods of one month or longer.

DR. MAYER: For reasons we do not yet understand, many people retain some water for a while in replacement of the fat which they lose. Then they lose the water. That is why it is sometimes discouraging for dieters to weigh themselves every day. The weight loss may be slower for a time, then suddenly go down; it is more like a stair than an incline. If you weigh yourself only once a week, this is far less likely to bother you.

DR. KEYS: One can't talk about water without bearing in mind the influence of salt. People who are *involuntarily starving* (as in concentration camps) will, given a chance, take about three times as much salt as usual and drink a lot of water. It makes them feel less hungry. They also tend, of course, to have edema.

What is edema?

DR. KEYS: Edema is a swelling, an abnormal accumulation of fluid in the body tissues. It causes a puffy appearance.

I observed in people from concentration camps and in prisoners of war from the Far East, that the appearance of starving people is deceiving. Some who looked in the best shape only looked that way because they had facial edema, or edema elsewhere in the body. I think one of the best ways of checking on edema is to see the patient early in the morning after several hours of sleeping on one side or the other. If the face is crooked, then you know something is wrong.

GUEST PHYSICIAN, DR. C.: It was observed by physician-prisoners in a German concentration camp that the effects of prolonged starvation varied from individual to individual and from area to area in the same individual. When the caloric intake was so low that everyone lost weight, some areas of the body seemed to maintain their former appearance better than others. The faces of some prisoners stayed filled out up to the sixth month while others seemed to waste sooner. The ones

who seemed to waste quickly were the ones who were more likely to survive, whereas those who wasted slowly, although they appeared to be in better condition, often died of malnutrition.

Does improved circulation reduce edema?

DR. KEYS: Yes. Ankle swelling for instance can be controlled after a fashion by an elastic stocking, or by exercise, or by a combination of exercise and lifting the feet up. It is simply a question of stimulating the circulation in the ankles and getting rid of the fluid that is there because of gravity.

Edema tends to be related to the gravity force. During the last year my wife and I travelled 30,000 miles by airplane. Often after we had been in the air for many hours at a time she found that her ankles were greatly swollen and then it took several days for them to get back to normal. This is a common experience of women on long airplane flights and is related to the forced and continued sitting posture.

Was that medical edema or was it gravity edema?

DR. KEYS: It was gravity edema. The human organism is highly susceptible to edema because of the way we are built. Sometimes it shades into medical edema. The giraffe has the same problem but the valves in his veins are terrific and help a lot.

GUEST PHYSICIAN, DR. B.: In this connection it's interesting that the giraffe does not faint—one moment his head is on the ground, the next it is high in the air. The valves in the neck of the giraffe appear to be the only factor which prevents this.

Should one—and can one—cut down water consumption during dieting?

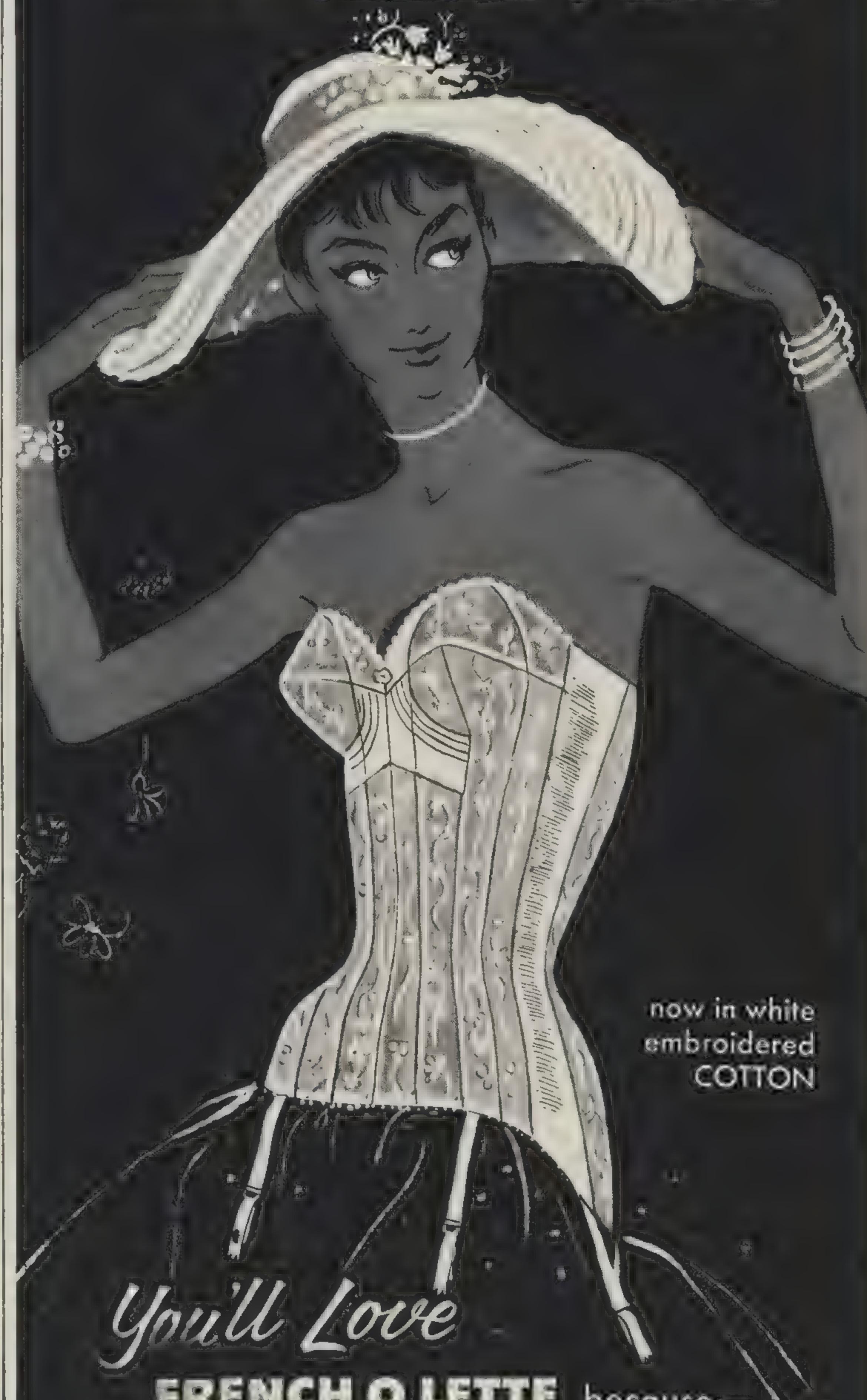
DR. MAYER: The foods we eat are fairly hydrated—think of fruits, vegetables, meats, which contain two-thirds or more of their weight in water; think of milk where the proportion is even higher. These foods are good for one and should be included in a balanced diet. Life originated in the primaeval seas and we still carry our internal sea within us. We need to replenish it. All the waste products of metabolism, bacterial

(Continued on page 100)

Indispensably yours...

Surprise bra's

famous **FRENCH O LETTE**



now in white
embroidered
COTTON

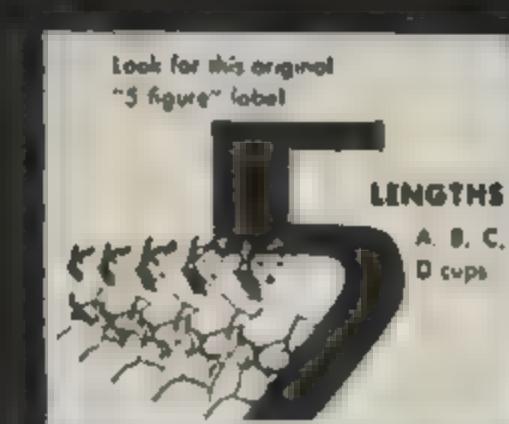
You'll Love

FRENCH O LETTE because:

- It's the most comfortable strapless this side of heaven
- Transforms you into a "figure of fashion" instantly
- Gives you longer, smoother lines—charming curves
- Dips lower at the back for hip and derriere control
- Inside band insures bosom support; hooking-up is easy
- B, C and D cups. Sizes 32-42. Average and Full Figures

=666—COTTON \$10.95

Also in white and black embroidered
nylon marquisette =666—\$13.50



At fine stores throughout the country or write
SURPRISE BRASSIERE CO., Inc. 102 Madison Ave., N. Y. 16, N. Y.
America's First and Foremost Long Line Specialists

The lady isn't puzzled-



about which sanitary protection to use

Like so many of today's smart moderns, she long ago decided on Tampax. Internal sanitary protection offers so many benefits that its millions of devotees can scarcely understand anyone tolerating another kind.

Why, then, have you deferred the Tampax decision? Perhaps the answer is *that you haven't tried it*. You can read over and over again how comfortable and convenient it is—how it prevents odor—how easy it is to dispose of, applicator and all. But these are only words—the true test of Tampax is to *try it!* Only by trying it can you share in the wonderful sense of freedom Tampax gives you. Only by trying it can you discover the delightful differences that have made Tampax so accepted.

So please try Tampax. Find out once and for all what it's like to be without the confining belt-pin-pad harness at "those times." Choice of three absorbency sizes (Regular, Super, Junior) at drug or notion counters. Tampax Incorporated, Palmer, Mass.



Summer-day black

A black coat dress that's the best thing possible for a hot summer day: you can button yourself in and out. The significant thing, here: a skirt, that for all its slimness, has twenty gores. By Murray White, in fine Wamsutta satin-striped Pima cotton. \$23. At Lord & Taylor; Carson Pirie Scott.

IS SPOT REDUCING POSSIBLE?

(Continued from page 99)

Toxins, poisons, are eliminated in water solution. We must keep this cleansing stream going.

GUEST PHYSICIAN, DR. B.: It's interesting that people on a very high protein diet tend to consume more water than those on an average diet.

DR. BROBECK: The major part of the water we drink is used for digestive purposes. When we eat, the body is obliged to take water out of its other parts temporarily and concentrate it in the digestive tract. This leads to thirst, and to drinking. Later, when the food and water are absorbed from the intestine, the extra water is released through the kidneys. Anyone on a low food intake can get along perfectly well on a reduced water intake.

DR. KEYS: In the young worker doing work that needs 3,500 to 4,000 calories a day and who is fed only 1,000 calories a day there is considerable dehydration, and a large part of that dehydration represents a loss of water from the cells, as well as from the blood.

DR. BROBECK: I'm not suggesting, of course, going around

chronically dehydrated but only that to reduce food intake and lose weight one should avoid taking extra water at mealtimes. I think Dr. Keys has the last word on this and that is whether it is better to be hungry than thirsty.

DR. MAYER: After all, it is well-known that famished individuals will often drink large amounts of water to relieve (not to increase!) their hunger. There are other facts which must be taken into consideration: exercise increases water requirement; hot weather also steps up considerably the needs for water. (If I may open a parenthesis on an aspect of the subject other than dieting, I would like to mention that children, and particularly infants, because of their relatively large surface in proportion to weight, require more fluids than adults and, particularly in hot weather should be given generous and frequent drinks of water, milk, fruit juice, et cetera.) To get back to the subject in hand, I think that a frugal diet and sufficient exercise are infinitely more important than limitations of water intake.

(Continued on page 102)

LOOK...



what's new in eye beauty!

Look prettier—through curly lashes in just seconds—with the new soft-cushion



Maybelline
PROFESSIONAL
EYELASH CURLER

\$1 naturally, it's the best... gold plated

Molded cushion refill, only..... 10¢

You must try the wonderful new

Maybelline
AUTOMATIC
EYEBROW PENCIL

never needs sharpening—spring-locked crayon can't fall out... Velvet Black, Dark or Light Brown, and now in Dove Grey or Auburn..... 79¢

39¢ for two long-lasting refills



Tweeze with ease—with the new silvery

Maybelline

EYEBROW TWEEZERS
designed with a grip that can't slip—Straight or slant edge..... 29¢

Last but not least—the world-famous

Maybelline
MASCARA

for long, dark, velvety lashes—Solid Form in gorgeous gold tone vanity case—or Cream Form in smart kit..... \$1.25

Maybelline

SPECIALISTS IN EYE BEAUTY



**It's Setwell's
Night Stand For
Bedspreads—**

And who, besides yourself, wouldn't want one for her crazy quilt or treasured import. During the day the Bedspread Night Stand can be out of sight—you see how easily that's done in the pictures below. Far more handsome than its price would indicate—and available in French Provincial or Mahogany finish. **\$9.95**

(Slightly higher on West Coast)



In the notions department or closet shop of these fine stores

Atlanta, Georgia, Rich's, Inc.
Boston, Mass., R. H. Stearns Co.
Bridgeport, Conn., D. M. Read Co.
Chicago, Ill., Carson Pirie Scott & Co.
Cincinnati, Ohio, H & S Pogue Co.
Cleveland, Ohio, Halle Bros. Co.
Detroit, Mich., J. L. Hudson Co.
Jackson, Miss., Mori Luggage Shop
Los Angeles, Cal., J. W. Robinson Co.
Milwaukee, Wis., Gimbel Bros., Inc.
New York, N. Y., Bloomingdale Bros.
Philadelphia, Pa., Strawbridge & Clothier
San Francisco, Cal., The White House
Seattle, Washington, The Bon Marche
St. Louis, Mo., Scruggs-Vandervoort-Barney, Inc.

THE Setwell COMPANY
Originally Mackie-Lovejoy Mfg. Co.
1701 W. 13th STREET, CHICAGO 8, ILLINOIS

**Young cuts
under new
management**



Prettily composed—the soft, full coiffures here and on pages 88-89. This look can be cut that way and kept that way by Breck. The cut-that-keeps-itself is one of the specialties at the Breck Salon (5 East 57th St.). And part of the plan for a tidy silhouette: Breck's new Hair Set Mist. A few fast sprays give an imperceptible control, a silken texture, a floral fragrance. At Altman's.

**Vogue
patterns**

*(Back views, sizes, yardages,
of the Patterns
shown on pages 82-83)*



1332

Above: Pattern 1332. From Patou's collection, a one-piece sleeveless sheath with enough collar to collar the bloused jacket, too; 12 to 18 (30 to 36). In size 16 (34), the costume takes 4½ yds. of any 39" fabric with nap or one-way design. Price \$2.50.



1334

Above: Pattern 1334. Dessès' late-day costume—the tunic-like coat borrowing the dress's sleeves for its own. The dress's skirt falls in loose pleats and drapery. Sizes 12 to 18 (30 to 36). The costume in size 16 (34) takes 13½ yds. of 39" fabric. Price \$2.50.

VOGUE PATTERNS ARE AVAILABLE AT IMPORTANT SHOPS IN EVERY CITY OR BY MAIL (POSTAGE PREPAID), FROM DEPARTMENT V, VOGUE PATTERN SERVICE, GREENWICH, CONNECTICUT; AND IN CANADA, AT 198 SPADINA AVE., TORONTO, ONTARIO. (Some pattern prices are slightly higher in Canada.) Note: Connecticut residents please add sales tax. These patterns will be sent third-class mail. If you desire shipment first-class mail, please include 5c additional for each pattern ordered.

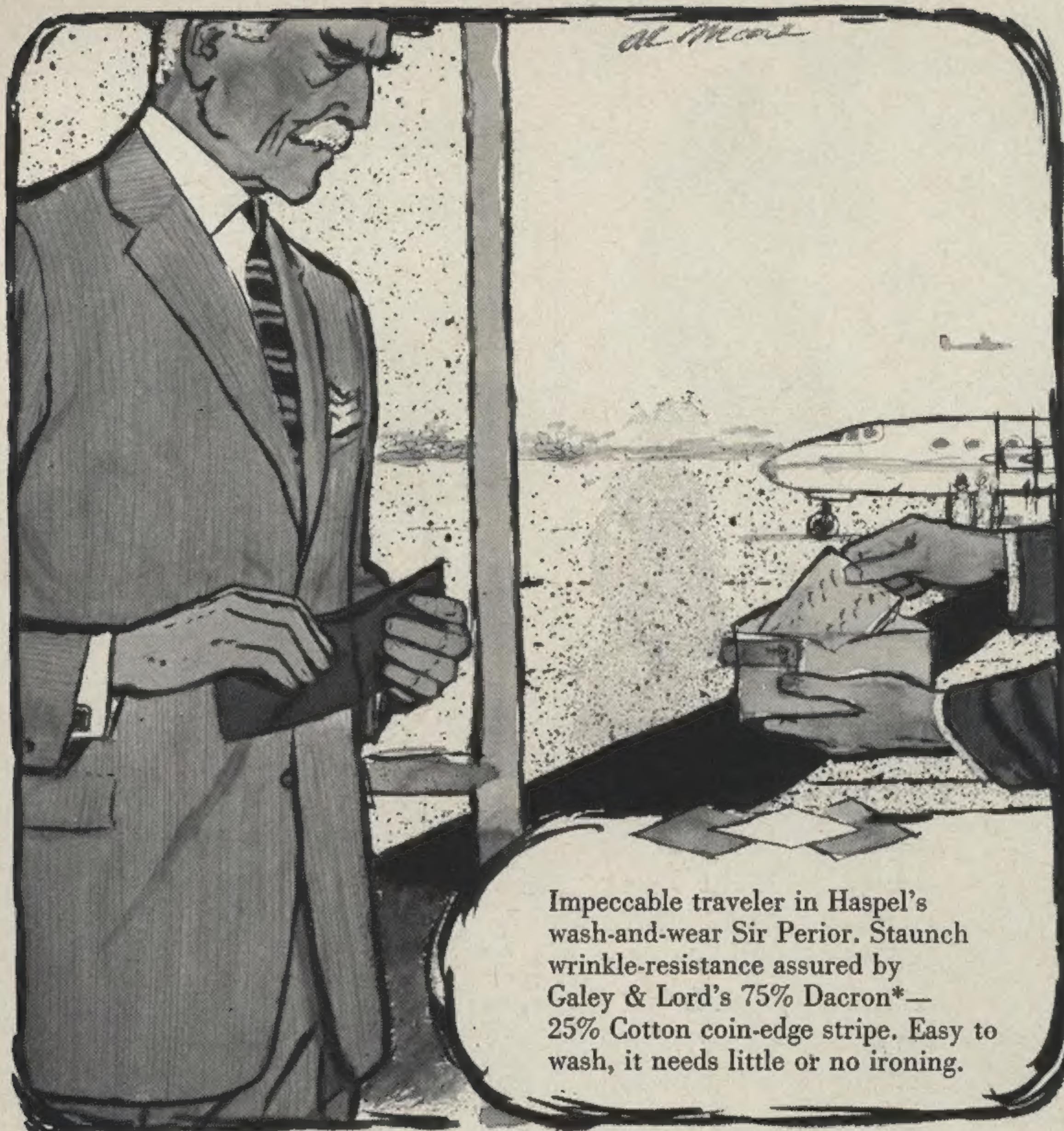
**SMART
SURPRISE!**



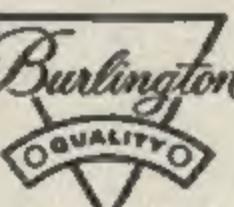
soflin.

"LUXURY LINE"
TISSUES
TOWELS
NAPKINS

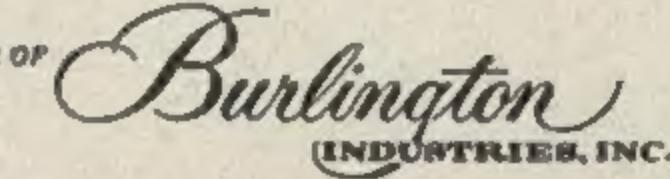
*soft as a sigh...
styled in color...*



*DU PONT'S POLYESTER FIBER

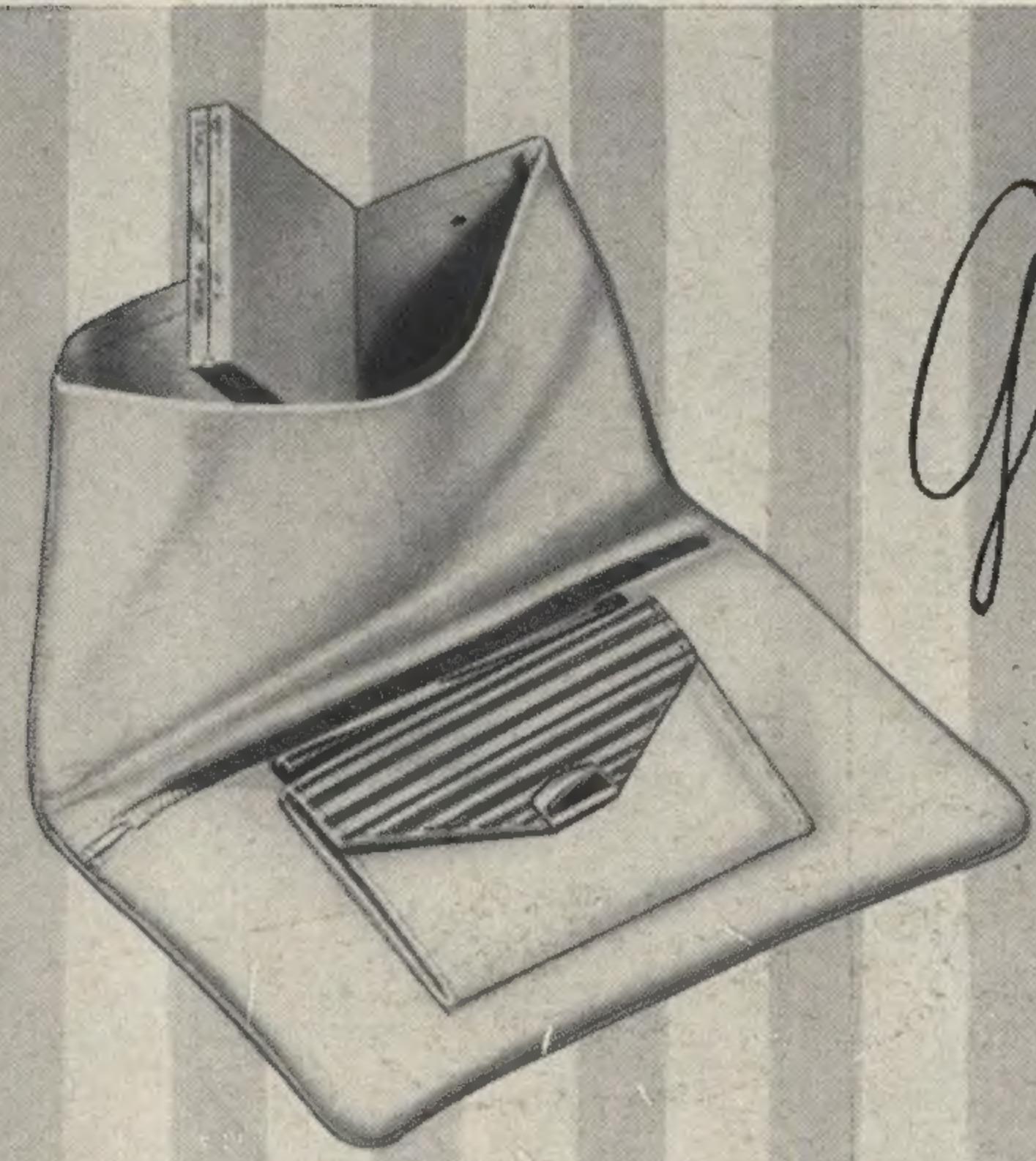
Galey & Lord 

1407 BROADWAY, NEW YORK 18, N.Y.

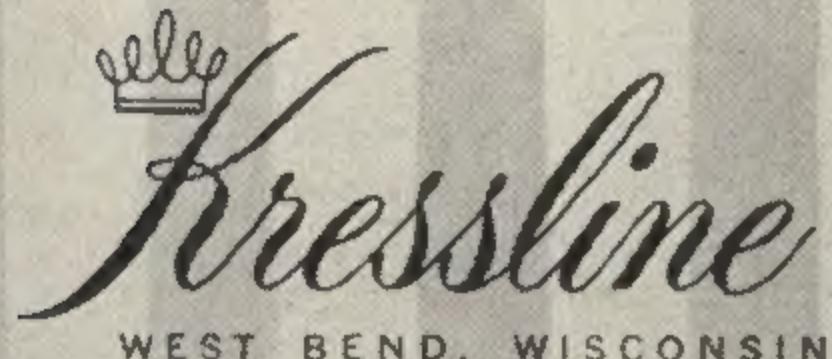
A MEMBER OF 

Grab Bag!
TRADEMARK

A perfect gift—this
original combination
billfold and purse.



You'll carry it wherever
you go—saucy candy
stripe leather,—pink, blue,
red, green, yellow, \$6.95.
Solid Oriental colors
and pastels, \$5. Plus tax


Kressline
WEST BEND, WISCONSIN

LORD & TAYLOR
New York



IS SPOT REDUCING POSSIBLE?

(Continued from page 100)

**What about salt as a cause
of water retention?**

DR. MAYER: A lot of salt in the diet tends to promote water retention. It should be avoided. There is no basis, however, in the absence of specific medical indication, for rushing to the other extreme and eliminating all traces of salt.

DR. KEYS: Experimenters can show that increasing the salt for a dieter, or even in persons with a constant dietary intake, will quickly result in a sizable increase in weight. By lowering the salt intake, we can get rid of a lot of water.

**Is it advisable for dieters to
increase the salt intake in
the summer?**

DR. KEYS: Usually this is not needed. The salt requirement idea in hot weather is greatly overdone. I suppose that the fertility of the soil in North Africa was permanently impaired by all the salt tablets that American soldiers threw away in the campaign there.

GUEST PHYSICIAN, DR. A.: If a patient is put on a low salt diet it will lead to a loss of weight. After a period of weight reduction, when the patient reverts to a normal diet with a normal amount of salt, he will start replacing this salt loss and therefore gain weight.

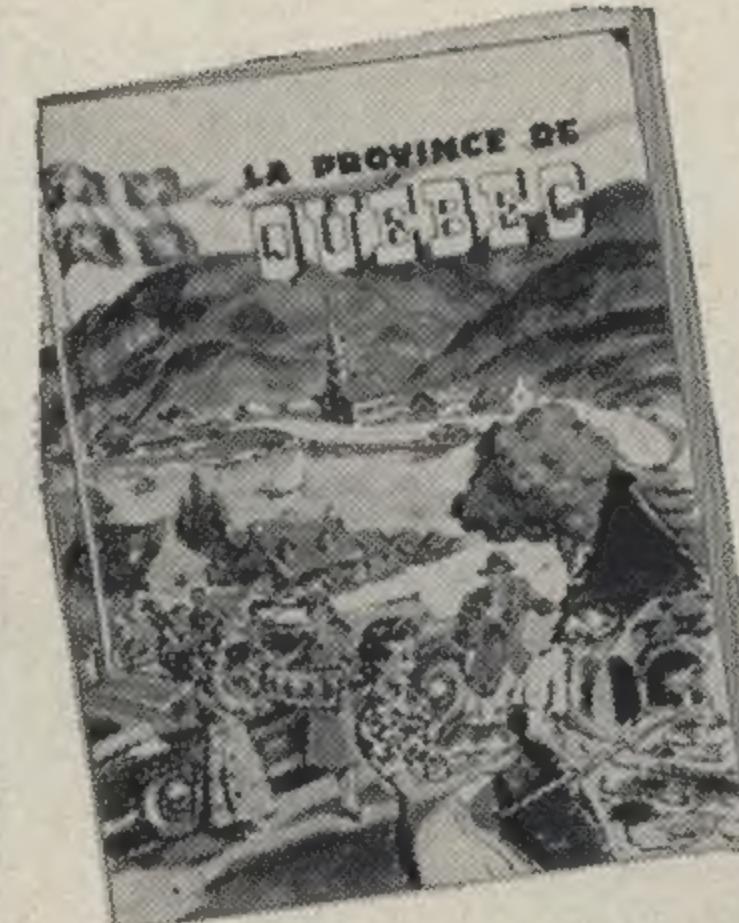
DR. MAYER: Americans salt their food much more than other Westerners. Whether this is good, bad, or indifferent to health has never been established, but it is a striking fact.

**Did the ancient Greeks have
a formula for reducing?**

DR. KEYS: Yes. Hippocrates, the famous Greek physician, recommended, four centuries before Christ, a formula roughly like this: "Those who want to reduce should indulge in much exercise, and exercise on an empty stomach. They should then sit down and, while still out of breath, eat—only once a day. They should sleep on hard beds and go about with as little clothing as possible."

DR. MAYER: The Roman poet, Horace—in excellent verses—advocated a frugal diet, avoidance of excessive wines, and plenty of exercise and walking.

For a
Vacation
that is
DIFFERENT



Come to...
**LA PROVINCE
DE QUÉBEC**

Beautiful unspoiled mountains, lakes and valleys, picturesque villages and towns, the mighty St. Lawrence, metropolitan Montréal, old-world Québec City, world-famed shrines.

Enjoy French-Canadian hospitality in comfortable modern inns and hotels.

For help planning your Québec vacation write for free maps and booklets to: Provincial Publicity Bureau, Parliament Building, Québec City, Canada; or 48 Rockefeller Plaza, New York 20, N.Y.

**LA PROVINCE DE
Québec**

Aqua-Vie

the new bubbling bath oil
for shower and bath

**DRY SKIN
BUBBLES AWAY**

Emerge from bath or shower
like Venus from the sea! Aqua Vie,
with its Magic banishes dry,
chapped rough skin, anywhere
on your body. Try it today!
At all cosmetic counters.

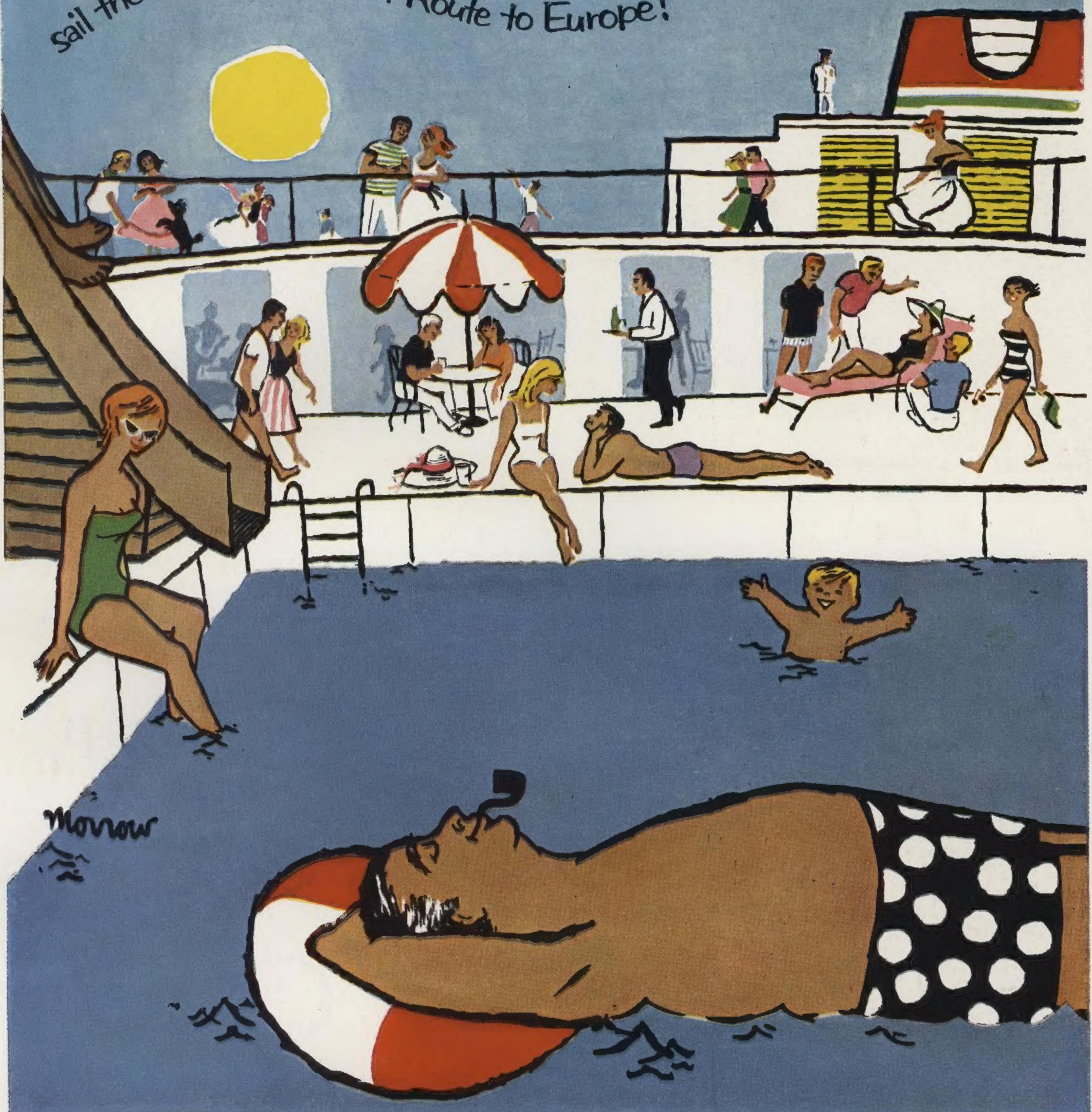
Send 25¢ for generous
trial bottle plus
booklet on skin care!



Scent d'Fleur and Balsam Pine
Fragrances • Plastic squeeze bottle
\$1.50 • Large plastic apothecary
bottle in gift package \$5.00

TRYLON PRODUCTS CORP.
2748 N. Wolcott Ave., Chicago 14, U.S.A.

Sail the Sunny Southern Route to Europe!



Sail **Italian Line**

Sparkling skies and warm breezes in every season
... broad sun-splashed, fun-filled decks...
gayly tiled swimming pools! Plus meals that
dreams are made of. Plus service that kings
might envy. That's the Italian Line way to go
to Europe. For an express trip...or a leisurely
Cruise-Like Voyage with sightseeing at many
ports see your Travel Agent or ITALIAN LINE,
24 State St., New York 4, N. Y., Tel.: DI 4-0800.

CRISTOFORO COLOMBO • ANDREA DORIA (both fully air conditioned) express service • 6 days to Gibraltar • 8 days to
Naples • 9 days to Cannes and Genoa • SATURNIA • VULCANIA to Lisbon • Gibraltar • Barcelona • Palermo • Naples • Patras
Venice • Trieste • CONTE BIANCAMANO to Lisbon • Casablanca • Gibraltar • Barcelona • Genoa • Palermo • Naples



Beautiful Hair

B R E C K



6 ounce Plastic Bottle 85¢

THERE ARE THREE BRECK SHAMPOOS FOR THREE DIFFERENT HAIR CONDITIONS

A Breck Shampoo helps bring out the soft, natural beauty of your hair. Because there are different hair conditions, there are three Breck Shampoos. One Breck Shampoo is for dry hair. Another Breck Shampoo is for oily hair. A third Breck Shampoo is for normal hair. The Breck Shampoo for your individual hair condition is mild and gentle in action and not drying to the hair. A Breck Shampoo leaves your hair clean, easy to manage and beautiful.

The Three Breck Shampoos are available at Beauty Shops, Drug Stores, Department Stores and wherever cosmetics are sold.

Copyright 1956 by John H. Breck Inc.

JOHN H. BRECK INC. • MANUFACTURING CHEMISTS • SPRINGFIELD 3 MASSACHUSETTS
NEW YORK • CHICAGO • SAN FRANCISCO • LOS ANGELES • OTTAWA CANADA